

Research on the Innovation of Rural Collective Economy Development and Expansion Mode in the Perspective of Rural Revitalization

-- Taking Liuji Town, Anhui Province as an Example

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Abstract: As an important role in the development of socialism with Chinese characteristics, the rural collective economy has always played an indispensable role. In view of the fact that the rural collective economy is in urgent need of transformation and innovative development mode under the current background of rural revitalization, this paper takes Liuji Town, Anhui Province, as an example to conduct in-depth analysis, through field research on local economic development, to find the reasons for the lack of driving force of the old form and give a practical and feasible innovation path.

Keywords: Rural revitalization, Collective economy, Resource integration, Leading by Party building.

1. Introduction

The implementation of the rural revitalization strategy is an important basis for building a modern economic system. The development of the village collective economy is the only way to revitalize the village. Its degree of development is related to the overall situation of the rural economic development, and it is the basis for achieving strong villages and rich people. For this reason, Liuji Town actively guided 24 village residents to explore a model of promoting the development and growth of rural collective economy with the "five forces" of "taking the Party building as the guide, through resource integration, project development, standardized management, risk prevention and other measures". This economic model has improved the income of the village collective economy and created a new chapter of rural revitalization. However, there are still many problems and obstacles in the process of the development of the rural collective economy. This paper will take the rural revitalization model of Liuji Town as an example to conduct innovative research on the development and growth model of rural collective economy, hoping to promote new progress in rural revitalization and new steps in agricultural and rural modernization!

2. Current Situation of Rural Collective Economy Development

The collective economy of Liuji Town is dominated by agriculture. The whole town has 121000 mu of arable land and rich land resources. It makes full use of the advantages of local resources, effectively uses science and technology, develops agriculture, forestry and animal husbandry in all aspects, vigorously develops characteristic breeding (such as quail breeding, black dolphin breeding, etc.), and improves the agricultural pattern. At the same time, through the promotion of morel planting, wormwood planting, hand woven Chinese knot and other industries, the village

collective income was increased, helping to promote the rural revitalization steadily.

2.1. Steady economic growth and significant improvement of comprehensive strength

In February 2022, the per capita collective economy of each village in Liuji Town will reach more than 90000 yuan, and the per capita net income of the village collective economy will exceed 25000 yuan. The collective economic income of Liuji Town at the village level reached more than 4 million yuan, and the collective economic income of 13 villages (residents) exceeded 100000 yuan. At present, there is one county-level industrial park in the town, and 17 enterprises have settled in Liuji Town National Entrepreneurship Park. Liuji Town set up a leading group to implement the rural revitalization strategy, actively develop the village level collective economy, increase the village collective operating income, drive the poor households to gradually become rich, revitalize rural asset resources, rely on resource advantages, focus on the development of characteristic industries and promote the comprehensive development of other industries.

2.2. Make every effort to develop traditional industries and stabilize the development of emerging industries

The economic development of Liuji mainly depends on the traditional primary industry. There are 115 agricultural cooperatives and 62 family farms in the town, ranking the third in the county in total. The main cash crops are peanuts, watermelons, corn, vegetables, etc., and the town has established such iconic brands as Wangli greenhouse watermelon and Dongmiao golden fragrant silk vermicelli. In recent years, Liuji Town has taken advantage of the unique regional conditions to establish an edible fungus industry development base, forming a scale of edible fungus planting. At the same time, the town's rich and high-quality water

resources, more than 4000 mu of Zhangjiahu Ecological Wetland, make our town's aquatic products sell fast inside and outside the province.

2.3. Utilize support funds at all levels to introduce technical talents, and constantly improve scientific and technological innovation ability

In the process of developing advantageous industries, Liuji Town gives full play to the leading role of science and technology special commissioners and grass-roots agricultural technicians, implements the technical guidance of "one belt and more" in their respective fields, and enables rural revitalization. Liuji Town also regularly held crop planting training meetings. The whole skill training was highly targeted and in line with local production reality. Through the "theory+practice" training mode, the villagers' vision and ideas of becoming rich were further expanded, and their comprehensive labor quality and ability were improved.

3. Problems in the Development of Rural Collective Economy

3.1. Villager Relations

Rural cadres are at the forefront of socialist economic construction. The Party's road, direction, policies and measures require them to actively organize the people to concretely convey and implement, and the masses are the main body to promote economic development. The relationship between the two is very important. Although in recent years, with the promotion and study of the Party building thought, most cadres have improved their thinking, there is still a contradiction between village cadres and villagers in Liuji Town. Village cadres have a weak sense of serving the masses, and do not put the vital interests of farmers first; The quality of individual cadres is low, which does not meet the requirements of the current situation; The government's policy of reducing the burden on farmers has been effective, but who is responsible for the villagers is still a big problem, and the hidden cost of farmers is increasing.

3.2. Idle assets

Most of the villages in Liuji Town are "left behind villages". Many villagers settle down in urban areas and face a large number of idle farmland, vacant houses and other assets. Some villagers stayed in the village, but the overall utilization rate of cultivated land was not high because it was planted by individuals. At the same time, the low economic benefits of crops also led some rural residents to abandon land planting, which ultimately led to a large number of idle cultivated land resources, which were not developed and utilized. These idle resources are the main wealth of rural residents and play a very important role in the development of rural agriculture. Idle construction land is also a problem that cannot be ignored in the development of Liuji Town. The land occupied by rural construction and development and rural enterprise construction, and the idle housing resources left by young people after settling down outside are idle construction land, which needs to be reused to make it play its value.

3.3. Financial administration

The main problems of Liuji Town in financial management are as follows. First, the village level financial management

system is not perfect and the system is not perfect. The openness and transparency of village level finance is relatively low and random, and most of them do not disclose significant and closely related finance item by item. It is also common to see that the financial system is not strict in village affairs activities. Many villages have a high proportion of expenditure on IOUs, which brings great difficulties to the implementation and standardization of the financial system, as well as many hidden dangers. Second, the accounting is not standardized. It is mainly manifested as: the accounting files are not perfect, the general ledger and subsidiary ledger are not set up in strict accordance with the requirements of financial management, and the accounts are confused; Financial revenues and expenditures are not clear, and some revenues are not truthfully recorded; The credit, debt and material management procedures were incomplete, and the original project vouchers were not collected and saved.

3.4. Backward modern agricultural technology

The previous technical promotion work of Liuji Town was lagging behind and did not meet the requirements of the new era. In the process of agricultural historical development, the service system of traditional agricultural machinery is not perfect, especially after the adjustment of rural policies in the new period, the use of a single agricultural technology method can no longer meet the current development of agriculture. Because farmers have different choices of agricultural science and technology methods, they need to choose agricultural science and technology according to different crop varieties and needs, so there is still a considerable gap between traditional agricultural technology extension methods and farmers' actual agricultural needs. Due to the low comprehensive labor quality of farmers, their acceptance of modern agricultural technology is low. With the outflow of a large number of young labor, the population structure of Liuji Town has changed dramatically, which has seriously restricted the production factor of talents. The cultural quality of the labor force is generally not high, the idea of contacting new things is relatively weak, and the modern agricultural information that can be accepted is also very little. They believe that the development of traditional agriculture is the absolute principle. These obstacle ideas also greatly suppress the popularization of agricultural science and technology, but also make the application of agricultural science and technology relatively backward.

4. The Model of Developing and Strengthening the Rural Collective Economy

4.1. Give full play to the leading role of party building and gather the joint forces of collective economic development

The development and expansion of the village collective industry requires a strong leadership. Liuji Town enhances the combat effectiveness and cohesion of the grass-roots party organizations by strengthening the grass-roots party building, so as to form a leadership foundation for leading and leading the village collective in strengthening the collective economy, and thus provide direction for the subsequent development. The township party branch carries out targeted activities through symposiums, training sessions and other ways to achieve the purpose of training the ability of village cadres,

and strives to improve the ideological and political quality and management ability of village cadres, so that village cadres have the ability and methods to become the backbone of development when leading rural development, and lead the village to develop and strengthen the rural collective economy.

In actual operation, Liuji Town gave full play to the role of "leaders" among village cadres, such as becoming rich experts and agricultural representatives, sorted out their ways and methods, and publicized them among the villagers, so that the villagers could enhance their confidence in developing the rural collective economy. The villagers showed more willingness in agricultural production, enterprise cooperation and other aspects, forming a joint force to promote the development of the collective economy. It has laid a foundation for the development of rural collective economy.

Through the efforts of the grass-roots party organization in Liuji Town, the party organization in Liuji Town has formed a leading core with the ability to master the industry situation and leadership. It has a detailed grasp of the situation of the villages and communities under its jurisdiction, can lead the villagers to develop the rural collective economy, can make reasonable decisions at the critical moment, and has made important contributions to the development of the rural collective economy in Liuji Town.

4.2. Gather idle resources to disperse power and give new impetus to collective assets

Village collective resources are the material basis for the development and expansion of the village collective economy. Liuji Town solidly promoted the "three changes" reform in rural areas, sorted out and registered the idle assets such as land and water areas that were put aside by primary schools, old village offices, and five guarantee households, and revitalized collective assets through leasing, contracting, circulation and other ways, so that the original idle and inefficient assets can play their greater value and make an important contribution to increasing the income of the village economy. Through the rational use of land and other resources, Liuji Town has made rapid economic development and played an exemplary role in strengthening the development of the collective economy. According to local conditions, selecting some agricultural product production areas with outstanding advantages or potential, and then through intensive and standardized production of agricultural products, will help agricultural products significantly improve their market competitiveness. The development of organic high-end agricultural and sideline products also contributes to agricultural income generation and increase, bringing more growth points to the benign development of local agriculture.

4.3. Explore new models of economic development and seek new outlets for industrial development

The collective economy is an important part of China's public economy and an important embodiment of the principle of common prosperity. The development of collective economy can widely absorb social decentralized funds, relieve employment pressure, increase public wealth and national taxes, and achieve common prosperity. The original economic development model of Liuji Town has some problems, such as the lack of ways to strengthen the collective economy and the imperfect organizational form. In the process of economic development, collective organizations provide paid services such as alternative

farming and planting, agricultural machinery operation, disease prevention and control, and increase the income from collective services; Integrate the use of collective funds and financial project funds to collect dividends by way of investing in enterprises; Make full use of collective land resources and idle resources, introduce featured sightseeing agriculture, build featured planting and breeding bases and other high-quality projects to increase income; Explore and implement the economic model of "attracting investment to promote development". The township party committee will guide village level party organizations to attract investment and introduce social capital to participate in development, so as to increase the collective economic income. Liuji Town actively explores a new model for the development of village collective economy. By constantly guiding farmers to join, extending the industrial chain, and expanding new agricultural services, it gives full play to the role of cooperatives as a link to promote the revitalization of rural industries.

4.4. Risk management and control Collective economy, develop and maintain healthy stability

Focusing on the goal of the development of the village collective economy, the risk management and control of the village collective economy is carried out from the three aspects of "human, financial and material" - standardizing the management organization leadership, making overall use of collective common funds, improving the financial management and supervision system, and taking multiple measures to prevent and control the risk of fund use to ensure the maximum economic benefits of funds. The village party branch strengthened the standardization of the village party organization leadership, such as the village party organization secretary, and gave full play to the role of grass-roots party organizations in political guidance and organizational guarantee in the development of the collective economy. In combination with the village situation report meeting system of "one statement, two comments and three discussions", further improve the decision-making procedures of the village headquarters, establish and improve the village affairs supervision mechanism, and earnestly safeguard the legitimate rights and interests of rural collective economic organizations and their members. We will establish and improve systems for the registration, safekeeping, use, and disposal of collective assets, and promote the institutionalization, standardization, and informatization of financial management of collective assets. The risk management measures not only strengthened the construction of a clean and honest government at the grass-roots level, mobilized the enthusiasm of villagers to participate in the management of village level financial affairs, but also reduced the risk of using collective funds to a certain extent, and promoted the rational allocation and use of resources.

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