

# Prospects for the Development of Rural Collective Economy in the New Era

Xin Wang<sup>1, \*</sup>, Yanxi Zhou<sup>2</sup>, Xueqi Gao<sup>2</sup>, Jixiao Zheng<sup>3</sup>

<sup>1</sup>School of Economics, Anhui University of Finance and Economics, Bengbu Anhui, 233000, China

<sup>2</sup>School of Accountancy, Anhui University of Finance and Economics, Bengbu Anhui, 233000, China

<sup>3</sup>School of Tourism Management, Anhui University of Finance and Economics, Bengbu Anhui, 233000, China

## Abstract

**The development of rural collective economy is of great significance to promoting rural modernization and improving farmers' living standards. As far as the current situation is concerned, there are still some deficiencies in the development of the rural collective economy. For example, the development of collective economic regions is unbalanced; asset management is chaotic, property rights are not clear; the industrial structure is unreasonable and so on. In order to make up for these deficiencies, it is necessary to explore new ways of developing the rural collective economy and develop characteristic industries according to local conditions; improve the deficiencies of the collective economic development mechanism, establish and improve the rural collective economic organization mechanism; improve the level of the management team of rural collective economic organizations, and actively cultivate and introduce management talents, so as to speed up the development of rural collective economy.**

## Keywords

**New Era; Rural Collective Economy; Development Mechanism; Infrastructure; Talent Introduction.**

## 1. Introduction

In the context of the development of the new era, there are still many problems in the development of my country's rural collective economy. The collective economy has a single source of income and a lack of innovation in the development model; the main body of infrastructure construction is single, and a complete management system has not been formed; the ability of rural managers is limited and lack of innovative awareness; there are many problems in the development mechanism of the collective economy. In order to promote the development of rural collective economy in the new era, it is necessary to put forward corresponding solutions to relevant problems and improve the current situation of rural collective economic development. According to the existing development model of the rural collective economy, take the essence and get rid of the dross, and find a way suitable for its own development. Use emerging information technology to realize the combination of online and offline to form an integrated supply and marketing industry chain. Build a national information and data sharing platform, realize the comprehensive tracking of agricultural product information, and promote the upgrading and transformation of the industrial structure; make use of geographical advantages according to local conditions, and rationally develop existing resources. On this basis, vigorously develop tourism and service industries, form regional characteristics, and stimulate economic growth; further improve the original system of the

village collective economic organization. Establish an incentive mechanism to encourage local people to start their own businesses. At the same time, it will increase support in terms of policies to attract foreign personnel to invest and build factories locally. This will stimulate the development of the local collective economy; at the same time, keep up with the pace of the new era, do a good job in rural infrastructure planning, set up special construction funds, strengthen infrastructure management, and improve the public service system; expand talent selection channels and cultivate their own management talents Let more outstanding talents participate in the development of the rural collective economy and better serve the rural collective economy in the new era.

## **2. The Status Quo of Rural Collective Economic Development in the New Era**

### **2.1. Unbalanced Regional Development of Rural Collective Economy**

In the new era, my country's rural collective economy has the problem of unbalanced development in various regions in its development and operation, and there are large differences between the east, middle and west. The economic development of different villages in the same region is also very different. In some places, the development of the collective economy is relatively backward, and the living standards of farmers are low, while in some places the collective economy is relatively developed, and the living standards of farmers are relatively high. For example, there are obvious differences in the development of collective economy between remote villages and villages around cities. A large amount of land in the countryside around the city has been requisitioned, and there are relatively good land resources and characteristic industries, and the conditions around the city are relatively convenient, so there is a lot of room for development. Its collective economic capital income is relatively large, and the life of the villagers has been greatly improved. In remote villages, there is a lack of natural resources, few operating assets, and no conditions to form their own characteristic industries. The development of collective economy is relatively backward, and they can only rely on government funding to maintain their own operations. Therefore, the gap between the collective economy has gradually widened, and the rich and the poor have become increasingly polarized. Therefore, if the rural collective economy wants to develop in a balanced way, it should formulate corresponding countermeasures according to the geographical characteristics of different regions and in combination with national policies.

### **2.2. Asset Management is Chaotic and Property Rights are Unclear**

Through in-depth analysis of the relationship of rural ownership, we can see that the formation of rural collective assets has gone through a long time, and its composition is relatively complex. In the establishment of the collective economic property rights system, there are still some deficiencies, such as unclear property rights relations, unclear rights and responsibilities, false ownership of property rights subjects, and lack of property rights supervision and protection. At this stage, most assets have not been registered with property rights, the property rights are not clear, the collective asset management is not in place, and there is a lack of supervision, which is likely to lead to the loss of assets. Some collective property rights are occupied by individuals, and the collective income distribution system is unreasonable. Many collective properties were transferred at will or contracted at a low price, and the transfer fees and contracting fees were not fully announced in the rural collectives, resulting in damage to collective interests. Even some fixed assets have been shelved for a long time, resulting in serious waste and damage to fixed assets. In addition, the members who manage and operate collective assets are mainly village-level associations, most of which have not established a modern enterprise management system, and lack effective supervision in operation and

management, which has a certain impact on the development of the collective economy. Some village collectives that benefited from geographical and economic advantages and accumulated a large amount of collective assets through land acquisition did not quantify and solidify them in time. The collective assets belonged to everyone in name, but in fact were in the hands of individuals or a few people.

### **2.3. Unreasonable Industrial Structure**

In the process of developing the rural collective economy in the new era, it is seriously unreasonable to study from the proportion of the industrial structure. The performance is that the primary industry accounts for the vast majority of them, which are mainly agricultural original products. Due to the limitation of capital and labor capacity, most of the people make a living by raising pigs, ducks, fish and other aquaculture industries and planting rice, wheat, vegetables, melons and fruits. In recent years, although the output of the planting industry has shown an upward trend, due to the low technological content of production methods, there is no way to produce high-quality and efficient products. The proportion of the secondary industry is relatively small. The relatively well-developed village collective organizations have most of the economic sources of the secondary industry from brick and tile factories, floor slab factories, and cement manufacturing bases. Most of the machinery and equipment owned by them are relatively old, the technology mastered by the village is relatively backward, and there is no capital to support the development of the secondary industry. The proportion of the tertiary industry is even rarer. Most of them are small stores, small factories, and parking lots. The industrial structure is mostly traditional, and because the per capita consumption level is not high, the development is also relatively limited. Furthermore, due to the relatively low level of agricultural industrialization, there are few leading enterprises with strength and scale, and most of them operate in a decentralized manner without large-scale production, and agricultural products also lack market competitiveness and effective supply.

## **3. Problems Existing in Rural Collective Economy in the New Era**

### **3.1. Single Development Model and Insufficient Collective Economic Strength**

With the rapid development of science and technology, my country has entered the ranks of the information age. However, in the process of developing the rural collective economy, there are still some unresolved problems. The development of rural collective economy has been unable to keep up with the pace of development of the times, and has gradually derailed from the new era.

At the present stage, the rural collective economy has insufficient strength, weak foundation, low level of development, and outstanding imbalance. In general, most collective economies lack sustainable development paths and cannot generate stable and continuous operating income. The development model of the village collective economy is relatively simple, and there are few sources of income. Most village collective economic income comes from government subsidy income, that is, policy income. The main economic income is the village collective transfer payment income, the state lease land, and the land acquisition compensation fee income. Among them, the transfer payment form of village collective transfer payment income is single. Judging from the current development situation, the transfer payments from the national government and local townships to village collectives are limited to vertical special transfer payments. The general transfer payment is basically blank, which limits the ability of the rural grassroots government to provide basic services and the goal of achieving an equal distribution of economic strength of the township governments in each region. Land leases and land acquisitions by the state are also limited to commercial areas that are about to be developed, or some land resources that can be used for large-scale planting of desired crops.

Like some mountains or terraced fields, the land that is not conducive to the development of the place does not have good geographical conditions, and generally will not be expropriated. In this way, there is one less source of income for the village collective economy, which has certain limitations.

At present, the assets and interests owned by the village collective are basically office public assets invested by the village collective. There are very few projects that rely on the village collective economic organization to actively operate to increase income, only the cost of leasing and contracting public facilities or equipment. In addition, the collectively owned public facilities and equipment are relatively few, and the rental cost is generally low. Their awareness of maintenance and management is relatively weak, resulting in wear and tear of public facilities and equipment, resulting in a reduction in their lifespan and no long-term economic benefits. Most of the collective economy still comes from government subsidized income, and the subjective initiative of the collective economy has not been exerted, which makes the income of the collective economy relatively small.

### **3.2. The Development Mechanism of the Collective Economy is Imperfect and Restricts the Development of the Collective Economy**

As a part of the rural economy, the rural collective economy is also an important component of the national economy. Judging from the current situation of rural collective economic development in my country, there are still many problems, and the reason for these problems is the unreasonable and imperfect rural collective property rights system. In rural collective economic organizations that have not been reformed, village cadres are the people who are mainly directly responsible for management activities, and the management is not standardized and the phenomenon of non-professional management is common.

On the basis of the reform of the property rights system, some villages have established joint-stock economic cooperatives, which are modeled on the corporate governance system of modern enterprises. Set the representatives participating in the meeting as shareholders, hold a general meeting of shareholders, set up a board of directors, a board of supervisors, etc. In rural joint-stock economic cooperatives, the existing organizational structure and the village-level management team are generally transferred to a new organization, and the secretary of the village branch serves as the main person in charge of the joint-stock cooperative, that is, the chairman of the board. Other senior leaders in the village also serve as representatives of the supervisory board and the board of directors. However, the legal person governance system of rural collective joint-stock cooperatives is not perfect.

From a deeper level of analysis, in order to better develop the rural collective economy, the independent decision-making, self-management and self-responsibility of profits and losses of the modern enterprise system should be applied to the collective economic organization through the reform of the rural collective property rights system. However, for rural public goods and services, the coverage and scope of public finance are relatively limited, and there are no excess resources to independently develop other collective economic organizations. The original rural collective economic organizations have no way but to undertake this responsibility. Against this background, rural collective economic organizations can only be allowed to make profits, but not lose money or go bankrupt. Correspondingly, even if rural collective economic organizations are reformed and transformed into rural joint-stock economic cooperatives or joint-stock companies, it is difficult to follow the principle of profit maximization like other enterprises.

### **3.3. The Quality of Management Team is not High, Which Restricts the Development of Rural Collective Economy**

In the new era, with the rapid development of society and economy, the gap between urban and rural areas is constantly widening. Judging from the current situation, the comprehensive construction level of rural areas is relatively low, and it is not attractive to foreign talents. Some managers of rural collective economy, due to lack of understanding of collective economy, lack of strong enough leadership, conservative thinking, backward concept, lack of innovative spirit, resulting in relatively backward development of the collective economy. In addition, the management team of rural collective economy is generally not of high quality at this stage, and they do not have enough ability to provoke the burden of developing the collective economy in the village. There are also some village cadres who do not regard the development of the village collective economy as their own task. The level and age are inconsistent with the positions they hold, and they do not know how to use the existing resources and land to develop the collective economy. They only emphasize a series of conditions such as funds and technical talents. There is also a more realistic point that some village cadres are the main labor force in their families. Because the salary subsidy for village cadres is relatively low, their enthusiasm for work is generally not high.

## **4. Countermeasures and Suggestions for Developing Rural Collective Economy in the New Era**

### **4.1. Adapting Measures to Local Conditions and Developing Characteristic Industries**

The development of rural collective economy should proceed from reality and adhere to the development policy of adapting to local conditions. In choosing the direction of development, we will continue to explore various forms of realization of the collective economy. According to the actual situation of each village, based on the advantages of geographical environment, land resources, human history, etc., the new collective economy will be developed in a planned way. One is to support villages in economically backward areas to revitalize land resources. Rationally develop and utilize the land resources owned by the village collectives, and further integrate the land resources accordingly. Standardize the management of collectively-owned idle orchards, barren grasslands, roads, fields, ponds, and farmland or idle land around houses. For those abandoned collective storage warehouses, school construction land and other large-scale infrastructure construction, re-development and utilization are carried out to ensure that resources are not wasted and maximize their use value.

The second is to give full play to the advantages brought by geographical resources. Adapt measures to local conditions, make full use of existing resources, and establish a factory processing industry. For example, some villages close to towns or villages on both sides of main roads can seize external opportunities and maximize their regional advantages. Relying on large and medium-sized enterprises to drive the development of rural collective economy, set up small processing enterprises and service industries supporting large and medium-sized enterprises. It can also attract foreign investment, attract some projects to develop in the village, set up enterprises, and drive the adjustment of industrial structure. It is also possible to analyze the market composition of enterprises, shops, factories, etc. owned by nearby towns, and carry out corresponding services such as item leasing and migrant workers' dormitories to increase rural collective income. For some villages with relatively poor resources, the method of investing in shares in different places can be adopted, and they can cooperate with other village collective economic organizations, and distribute dividends by shares at the end of the year to increase collective income and achieve a win-win situation.

## 4.2. Establish and Improve the Rural Collective Economic Organization Mechanism

Establishing and improving the organizational system and operating mechanism is the fundamental guarantee for the expansion of rural collective economic organizations. This is the basis for promoting and guaranteeing the self-improvement and self-accumulation of the rural collective economy. In order to formulate various rules and regulations in line with the actual situation in rural areas, in the implementation process, first of all, strengthen democratic decision-making. That is to say, in determining the projects of collective economic development and the production and operation methods of enterprises, it is necessary to discuss collectively with the masses, and everyone must brainstorm and express their own opinions. Take the best of the suggestions and discard the dross, to avoid the loss of collective economic development caused by the arbitrary actions of a few village cadres and blindly follow the trend of decision-making; secondly, speed up the legislative process of the rural collective economy and improve the democratic financial management system. Properly handle the connection between new and old policies, and avoid contradictions and conflicts caused by policy changes. Each village collective must strictly formulate a democratic financial management system, clarify the use procedures, and strictly control non-productive expenditures. Resolutely stop the misappropriation and misuse of collective funds and share collective property equally; finally, establish an incentive mechanism to implement the system of separation of politics and economy.

## 4.3. Actively Introduce Management Talents to Improve the Management Level of the Collective Economy

The key to developing rural collective economy is to have a group of leaders of collective economic organizations with conviction and ability. With the popularization of rural basic education, in order to ensure the quality of village cadre candidates and members of rural collective economic organizations, the supply of high-quality talents should be actively expanded.

First, cultivate and introduce high-quality management talents from the rural collective economy in a planned way. Township cadres at all levels can also go to developed areas for inspection and study to understand the operation and management mode of developed areas, and cultivate a group of practical management talents in rural areas.

Second, implement distribution according to work and distribution according to ability. Taking welfare, salary, and development space as the starting point, the management personnel's income, welfare and development space correspond to the individual's usual performance and work ability, as well as their work performance. That is, those who have made great contributions to the development of the rural collective economy have more room for promotion, higher incomes, and better prospects for development. Those who have made little or no significant contributions to the development of the rural collective economy have low incomes and may even be eliminated. In order to attract outstanding talents from the outside world to work in rural areas. Encourage young people who have gone out from the countryside, have the ability, ideas, and skills to return to the village to serve the development of the rural collective economy, participate in the organization and decision-making of the village, and set up enterprises. The government will also provide some subsidies accordingly.

Finally, for some villages with a large population flow, the restrictions on the identity of village cadres should be appropriately relaxed. Allow some residents with "special status" to participate in the election of village leaders. In this way, the closed status quo in rural areas has been broken, more people have the right to vote and be elected, the source of rural cadres has been expanded, and more and better management talents have been continuously provided for rural grass-roots organizations.

## 5. Conclusion

At present, our country is at the historical node of "new era". As an important part of the socialist market economy, the rural collective economy is an important foundation for improving the quality of life of farmers. The development of rural collective economy not only provides guarantee for the quality of life of farmers, but also is conducive to the construction of new socialist countryside, and to a certain extent narrows the gap between the rich and the poor between urban and rural areas. As far as the current situation is concerned, in order to promote the development of the rural collective economy in the new era, we must be good at discovering its existing problems, learn to think independently, walk independently, explore various forms and paths of realization of the development of collective economy, and better Drive the development of rural collective economy in the new era.

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