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Research on the Development of New Infrastructure and Rural Governance based on the Coupling Model

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Abstract

To build a modern socialist country, we still need to firmly grasp the rural revitalization strategy. Based on the panel data of various provinces and cities in China, this paper measures the comprehensive development level of new infrastructure and rural governance through the entropy method from the index system of new agricultural infrastructure and rural governance in China, and uses the coupling coordination model to observe the coupling coordination degree between new agricultural infrastructure and rural governance in the eastern region. The study found that the new agricultural infrastructure can promote the efficiency of rural governance. Therefore, the promotion of new agricultural infrastructure governance in all regions of the country is not only conducive to the improvement of regional infrastructure, but also conducive to the development of rural governance.

Keywords

New Infrastructure; Rural Revitalization; Coupling and Coordination Degree.

1. Introduction

In December 2023, the Central Conference on Rural Work fully implemented the guiding principles of the 20th and second Plenary sessions of the 20th CPC Central Committee, set the goal of building a strong agricultural country, concentrated on all-round rural revitalization, and made plans for the work related to agriculture, rural areas and farmers in the new era and new journey. The rural revitalization strategy is still an important measure to build a modern socialist country in an all-round way. Therefore, all localities should continue to consolidate the agricultural foundation and promote the development of rural modernization. And the agricultural new infrastructure is focused on 5G, artificial intelligence, data center, the Internet technology innovation in the field of infrastructure construction, digital means of big data, artificial intelligence, cloud computing, to solve the problem of agriculture, strengthen agricultural foundation, improve the rural governance, is the construction of digital country, promote agricultural digital, activate rural revitalization of the new kinetic energy. Promoting the development of new rural infrastructure and accelerating the development of rural development, rural construction and rural governance can lay a solid foundation for the overall drive and promotion of agricultural and rural modernization, and provide a strong driving force for rural economic and social development. The development of new agricultural infrastructure has brought fresh blood to rural governance and brought digital transformation to rural revitalization. However, the impact of new infrastructure on rural governance still needs to be deeply discussed.

Based on the above, this study relies on the panel data of all provinces and cities in China from 2016 to 2020, constructs the new agricultural infrastructure and rural governance index system, measures the comprehensive development level of the national new infrastructure and rural governance through the entropy method, and observes the coupling and coordination

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degree between the new agricultural infrastructure and rural governance in the eastern region by using the coupling coordination model. The study found that the new agricultural infrastructure can promote the efficiency of rural governance. Therefore, the promotion of new agricultural infrastructure governance in all regions of the country is not only conducive to the improvement of regional infrastructure, but also conducive to the development of rural governance.

2. Study Design

2.1. Variable Measurement and Data Sources

2.1.1. Independent Variable: New Agricultural Infrastructure

New agricultural infrastructure is the core force in promoting the transformation of agricultural and rural modernization, and also the innovation driving force to promote the construction of digital countryside. The development of new infrastructure in rural areas can further improve the production and sales level of agricultural products, open up and integrate all links of agricultural production, help to form a standardized agricultural production system, and promote the development of digital agriculture.

In the existing articles, Guo Zhonghua, Wang Li (2014) used water conservancy facilities, transportation facilities, communication facilities and power facilities as promoting elements to construct the measurement system of agricultural infrastructure; Zhou Tao, Li Min (2023) quantitatively measured the construction level of rural infrastructure in China based on the state level and efficiency performance; Li Xin, Wang Yanwei, Zheng Shanfeng et al. (2023) constructed the toughness evaluation index system of agricultural infrastructure based on D PSIR model, and measured from the aspects of driving force, pressure, state, influence and response. At present, scholars have little research on the new agricultural infrastructure, mainly focusing on measuring the agricultural infrastructure. To sum up, through sorting out and summarizing the existing literature, the paper measures the development level of new agricultural infrastructure from the perspective of new infrastructure at the production end and the sales end of the rural revitalization.

2.1.2. Dependent Variable: Rural Governance

Rural governance is one of the important contents of rural revitalization and an important aspect of national governance system and governance capacity building. In February 2023, the No.1 document of the Central Committee pointed out that, in order to fully implement the party's 20th spirit, we should be based on the current situation of China's agricultural work, comprehensively promote rural revitalization, and accelerate the construction of a strong agricultural country. At a new historical starting point and stage of development, comprehensively advancing the rural revitalization strategy calls requires the path of socialist rural revitalization with Chinese characteristics. Among them, "effective governance", as a guarantee factor to promote the implementation of the socialist rural revitalization road with Chinese characteristics, plays a decisive role in many factors [3].

2.1.3. Selection of Evaluation Indicators

Hong Yongfa, an associate researcher at the E-commerce Research Institute of the Ministry of Commerce, pointed out in the article "Three types of" New Rural Infrastructure "become a new Engine for rural Revitalization" that the new rural infrastructure helps rural revitalization mainly has the production end and the sales end. Combined with the connotation of agricultural infrastructure construction, in the power of rural revitalization of production of new infrastructure choice: farmland water conservancy construction, agricultural education, agricultural infrastructure infrastructure three primary indicators, and consists of irrigation

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and water conservancy construction, new agricultural machinery usage, digital farm extension, rural education popularization, rural new technology popularization five secondary indicators.

Based on this index system, relying on the panel data of 30 provinces and cities except Xizang province from 2016 to 2020, the new agricultural infrastructure development index of each province and city is obtained through the entropy value method. Among them, the basic data of each measure of the development index are all from the China Statistical Yearbook of 2017-2021.

Table 1. Digital economy development indicators: description

Level 1 indicators	Secondary indicators	Measurement index	Indicator attributes
New infrastructure at the production end of helping rural revitalization	Farmland water conservancy construction	Construction degree of irrigation and water conservancy facilities	+
	Construction of key facilities for agricultural products	New type of agricultural machinery extension degree	+
		Digital farm promotion degree	+
	Agricultural education and technology promotion infrastructure	The popularity of rural education	+
		Popularization of new technologies in rural areas	+
Digital transaction development indicators	Digital trading basis	Enterprise website proportion	+
		The proportion of the number of computers used by enterprises	+
	Digital trading impact	E-commerce ratio	+
		E-commerce sales volume	+

The degree of irrigation and water conservancy facilities is expressed by the number of existing rural reservoirs, the extension of new agricultural machinery is expressed by the number of existing agricultural machinery in rural areas, and the degree of digital farms is expressed by the number of existing rural farms and the proportion of the total number of students, and the popularization of rural education is expressed by the number of agricultural technology popularization courses.

Based on the general requirements of rural revitalization, this paper will combine the actual situation of our country, follow the principle of scientific, systematic and operability, reference yan yu full (2021) measurement method, build up including ecological management, industrial management, industrial management, civilization management, life management four secondary indicators, per capita park green space area of 17 tertiary index of rural governance ability index system. In terms of ecological governance, four indicators: per capita park area, penetration rate of sanitary toilets, solar water heater and use intensity of chemical fertilizer were selected. The first two reflect the intensity of building beautiful villages in China, while the last two reflect the energy efficiency in China. In the dimension of industrial governance, four indicators include grain yield per unit area, comprehensive utilization rate of breeding waste, agricultural mechanization rate and contribution rate of agricultural science and technology progress. The first two reflect the efficiency of agricultural production, while the latter two reflect the level of agricultural modernization in rural China. In the dimension of civilized governance, four indicators are the ratio of high school education, the number of cases

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per 10,000, the number of village-level cultural stations, and the ratio of education, culture and entertainment consumption. The first reflects the comprehensive level of education and culture in provinces and cities in China, and the latter three reflect the activity of rural culture in provinces and cities. The dimension of life governance selects five indicators: Engel coefficient of rural residents, income ratio of urban and rural residents, per capita disposable income, penetration rate of rural tap water, and degree of life information. The first three indicators reflect the income and consumption status of rural residents in China, and the last two indicators reflect the living standard of rural residents in China. Similarly, the method adopted in the rural governance system is the same as that of the digital economy development index. The data sources are the China Statistical Yearbook and China Rural Statistical Yearbook in each year of 2017-2022.

Table 2. Details of rural governance development indicators

Level 1 indicators	Measurement index	Indicator attributes
Ecological management	Per capita park green space area	forward direction
	The penetration rate of sanitary toilets	forward direction
	solar water heater	forward direction
	Fertilizer application intensity	negative direction
Industrial governance	the per unit area yield of grain	forward direction
	Comprehensive utilization rate of aquaculture waste	forward direction
	Agricultural mechanization rate	forward direction
	The contribution rate of agricultural science and technology progress	forward direction
Civilized governance	The ratio of high school education or above	forward direction
	Number of cases accepted per 10,000 people	negative direction
	Number of village-level cultural stations	forward direction
	Consumption ratio of education, culture and entertainment	forward direction
Life governance	The Engel coefficient of rural residents	negative direction
	Income ratio between urban and rural residents	negative direction
	Tap water penetration rate in rural areas	forward direction
	per capita disposable income	forward direction
	Information degree of life	forward direction

2.2. Model Construction

2.2.1. Model Setting

The coupling coordination degree model is mainly used to analyze the coordinated development level of things and reflect the coordination and development level between indicators. Based on the research results of the previous scholars on the coupling coordination degree model, this paper constructs the coupling coordination degree model of new infrastructure and rural governance. The formula is as follows:

$$C = \sqrt{\frac{U_1 U_2}{(U_1+U_2)}} \tag{1}$$

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$$T = \alpha U_1 + \beta U_2 \quad (2)$$

$$D = \sqrt{CT} \quad (3)$$

Among them, C is the coupling degree between new agricultural infrastructure and rural governance, and the value range is [0,1]. The larger the C value is, the stronger the coupling effect between new agricultural infrastructure and rural governance is. T is a comprehensive coordination index of new agricultural infrastructure and rural governance. D is the coupling and coordination degree between new agricultural infrastructure and rural governance. The value range of this value is [0, 1]. The larger the value is, the higher the coupling and coordination degree between the two values are. U1 represents the comprehensive development index of new agricultural infrastructure, U2 indicates that the development level of rural governance is to be determined, because the new agricultural infrastructure and rural governance are equally important for the development of rural revitalization, $\alpha + \beta = 1$, so $\alpha = \beta = 0.5$.

On this basis, referring to the classification method of Zhang Jun (20.2022), the evaluation standard of coupling coordination is divided into ten levels. The specific classification of the coupling coordination and corresponding values are shown in Table 3.

Table 3. Evaluation criteria for coupling coordination degree

Coupled coordination degree D value interval	Coordination level	The degree of coupling coordination
(0.0,0.1)	1	Extreme disorder
[0.1,0.2)	2	major maladjustment
[0.2,0.3)	3	Moderate dysregulation
[0.3,0.4)	4	Mild dysregulation
[0.4,0.5)	5	On the verge of dysregulation
[0.5,0.6)	6	Forced coordination
[0.6,0.7)	7	Primary coordination
[0.7,0.8)	8	Intermediate coordination
[0.8,0.9)	9	Good coordination
[0.9,1.0)	10	Quality coordination

2.2.2. Determination of the New Agricultural Infrastructure and Rural Governance Index

Objectively speaking, the entropy method can deeply distinguish the ability of the reaction indicators, determine the better weight, make the empowerment more different, has a certain theoretical basis, and the credibility is more reliable than other index calculation methods. The specific steps are described as follows:

The first step is to determine the negative direction of the index and preprocess the index. The formula is as follows:

$$X'_m = \frac{\max X_m - X_n}{\max X_m - X_0} X_0 \le X_n \le \max X_m \quad (4)$$

In the forward treatment of indicators, there is also a problem that each index unit is not unified. In order to facilitate the research, this paper further unifies each index into a dimensionless unit. The formula is as follows:

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$$X'_{mn} = \frac{X_{mn} - \overline{X_n}}{S_n} \quad (5)$$

In the above equation, $\overline{X_j}$ represents the average value of n indicators in the m-th province, S_n represents the standard deviation of the nth indicator.

The second step is to use the entropy value method to analyze the index system.

(1) Calculate the proportion of the next index in the first province

$$P_{mn} = \frac{X_{mn}}{\sum_{m=1}^{k} X_{mn}} \quad (6)$$

(2) The entropy value of the n-th-term index was calculated

$$e_j = -a \sum_{m=1}^{k} p_{mn} \ln p_{mn} \quad (7)$$

Hypothesis, $p_{mn} = \frac{1}{b}, k = \frac{1}{\ln b}$.

(3)The difference coefficient of the first index is calculated. The larger the difference coefficient, the better, indicating that the greater the effect of the index for the research object, and the more accurate the index is.

$$g_i = 1 - e_j \quad (8)$$

(4) Empower the index and define the weights.

$$\alpha_n = \frac{g_i}{\sum_{i=1}^{n} g_i} \quad (9)$$

(5) The sample evaluation value is calculated by the weights. The evaluation value of item j in the first province is:

$$F_{mn} = \sum_{j=1}^{k} F_{mn} \quad (10)$$

According to the above steps, the digital economic evaluation index and the rural governance evaluation index for 2016-2020 can be calculated (see Table 4).

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Table 4. Evaluation index

Province	2016		2017		2018		2019		2020	
	Con	Gov	Con	Gov	Con	Gov	Con	Gov	Con	Gov
Beijing	0.0416	0.3494	0.0585	0.4004	0.0580	0.4431	0.0701	0.5116	0.0747	0.6005
Tianjin	0.0106	0.1901	0.0087	0.2138	0.0111	0.2187	0.0147	0.2446	0.0166	0.2815
Hebei	0.1117	0.3135	0.1164	0.3337	0.1132	0.3255	0.1152	0.3371	0.1369	0.3445
Shanxi	0.0317	0.1823	0.0252	0.1710	0.0297	0.180	0.0411	0.1923	0.0415	0.1693
Inner Mongolia	0.1330	0.2078	0.1385	0.2394	0.1423	0.2596	0.1436	0.2700	0.1475	0.2725
Liaoning	0.2307	0.1855	0.2289	0.1937	0.2221	0.1997	0.2400	0.1936	0.2421	0.2115
Jilin	0.0763	0.1998	0.0770	0.2107	0.0890	0.2258	0.0874	0.2364	0.0875	0.2434
Heilongjiang	0.0743	0.2633	0.0767	0.2942	0.1005	0.2973	0.1091	0.3194	0.1078	0.3265
Shanghai	0.0426	0.2384	0.0410	0.2469	0.0447	0.3078	0.0504	0.3040	0.0570	0.3287
Jiangsu	0.1451	0.3700	0.1385	0.3856	0.1521	0.4432	0.1577	0.4284	0.1770	0.4369
Zhejiang	0.0716	0.2924	0.0715	0.3004	0.0763	0.3178	0.0826	0.3179	0.0864	0.3200
Anhui	0.3732	0.2875	0.3781	0.3008	0.3848	0.3028	0.3915	0.3191	0.3914	0.3258
Fujian	0.0508	0.1768	0.0533	0.1842	0.0561	0.2034	0.0598	0.2097	0.0719	0.2030
Jiangxi	0.2500	0.1926	0.2530	0.2041	0.2582	0.2010	0.2619	0.2235	0.2569	0.2300
Shandong	0.9241	0.4310	0.9373	0.4518	0.9508	0.4610	0.9521	0.4749	0.9604	0.4848
Henan	0.3918	0.3581	0.3937	0.3827	0.4090	0.3940	0.4132	0.4192	0.4206	0.4183
Hubei	0.2284	0.2331	0.2278	0.2445	0.2220	0.2526	0.2437	0.2663	0.2572	0.2693
Hunan	0.1187	0.2475	0.1201	0.2618	0.1936	0.2572	0.1950	0.2796	0.1924	0.2080
Guangdong	0.2821	0.2077	0.3069	0.2153	0.3017	0.2595	0.3057	0.2511	0.2871	0.2576
Guangxi	0.2407	0.1643	0.2481	0.1751	0.2435	0.1708	0.2673	0.1948	0.3060	0.1915
Hainan	0.0173	0.1540	0.0170	0.1538	0.0256	0.1591	0.0172	0.1776	0.0225	0.1550
Chongqing	0.0156	0.1559	0.0167	0.1705	0.0179	0.1775	0.0180	0.1877	0.0324	0.1950
Sichuan	0.0700	0.2611	0.0741	0.2749	0.0868	0.2298	0.0903	0.2996	0.0755	0.2971
Guizhou	0.0489	0.1414	0.0523	0.1528	0.0512	0.1515	0.0513	0.1688	0.0602	0.1741
Yunnan	0.0731	0.1969	0.0779	0.2192	0.1082	0.2137	0.1289	0.2257	0.1420	0.2326
Shaanxi	0.0823	0.1914	0.0817	0.2210	0.1115	0.2170	0.1132	0.2349	0.1110	0.2448
Gansu	0.0371	0.1369	0.0397	0.1547	0.0450	0.1459	0.0468	0.1697	0.0484	0.1764
Qinghai	0.0038	0.1080	0.0030	0.1130	0.0047	0.1164	0.0047	0.1343	0.0050	0.1294
Ningxia	0.0134	0.1408	0.0153	0.1534	0.0153	0.1624	0.0153	0.1690	0.0192	0.1801
Xinjiang	0.1075	0.1707	0.1136	0.1731	0.1125	0.1699	0.1142	0.1755	0.1158	0.1790

3. Empirical Analysis

3.1. A Descriptive Statistical Analysis of the Composite Index

According to the descriptive statistical analysis of 150 cases from 2016 to 2020, it can be found that the average value of rural governance index in provinces and cities in China is 0.25, and its standard deviation is 0.092, indicating that the gap of rural governance development level in China is small, and the difference of regional development structure is further broken. Compared with the development index of new agricultural infrastructure in the same period, the average comprehensive index of new agricultural infrastructure in all provinces and cities in China is 0.154, and the standard deviation is 0.183. There are obvious differences in the development level of new agricultural infrastructure, and there may be time differences and spatial imbalance in the future development.

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Table 5. Descriptive statistical analysis table

Name	Sample capacity	Min	Max	Average value	SD	Median
New agricultural infrastructure	150	0.003	0.96	0.154	0.183	0.09
Rural governance	150	0.108	0.601	0.25	0.092	0.226

3.2. Empirical Analysis of Coupling and Coordination

This paper takes 30 provinces except Xizang as the research object, selects 150 sample data from 2026 to 2020, finds the weight of each index according to the above method, and then calculates the coupling and coordination degree. Due to too much data, the provinces in the eastern region are selected here for the analysis.

Table 6. Results of the coupling coordination degree calculation1

Area	Year	C	T	D	Coordination level	The degree of coupling coordination
Beijing	2016	0.575	0.242	0.373	4	Mild dysregulation
Beijing	2017	0.601	0.306	0.429	5	On the verge of dysregulation
Beijing	2018	0.561	0.353	0.445	5	On the verge of dysregulation
Beijing	2019	0.556	0.434	0.491	5	On the verge of dysregulation
Beijing	2020	0.52	0.534	0.527	6	Forced coordination
Fujian	2016	0.998	0.057	0.238	3	Moderate dysregulation
Fujian	2017	0.988	0.066	0.256	3	Moderate dysregulation
Fujian	2018	0.941	0.089	0.289	3	Moderate dysregulation
Fujian	2019	0.934	0.098	0.302	4	Mild dysregulation
Fujian	2020	0.975	0.097	0.307	4	Mild dysregulation
Guangdong	2016	0.921	0.21	0.44	5	On the verge of dysregulation
Guangdong	2017	0.928	0.231	0.463	5	On the verge of dysregulation
Guangdong	2018	0.992	0.277	0.524	6	Forced coordination
Guangdong	2019	0.985	0.27	0.515	6	Forced coordination
Guangdong	2020	0.994	0.267	0.515	6	Forced coordination
Hainan	2016	0.958	0.015	0.118	2	major maladjustment
Hainan	2017	0.954	0.014	0.117	2	major maladjustment
Hainan	2018	0.993	0.025	0.156	2	major maladjustment
Hainan	2019	0.844	0.04	0.185	2	major maladjustment
Hainan	2020	0.949	0.018	0.132	2	major maladjustment
Hebei	2016	0.859	0.238	0.452	5	On the verge of dysregulation
Hebei	2017	0.842	0.263	0.47	5	On the verge of dysregulation
Hebei	2018	0.846	0.252	0.462	5	On the verge of dysregulation
Hebei	2019	0.835	0.266	0.471	5	On the verge of dysregulation
Hebei	2020	0.865	0.285	0.497	5	On the verge of dysregulation
Jiangsu	2016	0.851	0.317	0.52	6	Forced coordination
Jiangsu	2017	0.824	0.331	0.522	6	Forced coordination
Jiangsu	2018	0.795	0.401	0.565	6	Forced coordination
Jiangsu	2019	0.816	0.388	0.562	6	Forced coordination
Jiangsu	2020	0.835	0.407	0.583	6	Forced coordination
Liaoning	2016	0.866	0.159	0.371	4	Mild dysregulation
Liaoning	2017	0.909	0.167	0.39	4	Mild dysregulation

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Liaoning	2018	0.937	0.17	0.399	4	Mild dysregulation
Liaoning	2019	0.9	0.173	0.394	4	Mild dysregulation
Liaoning	2020	0.956	0.193	0.43	5	On the verge of dysregulation
Shandong	2016	0.977	0.785	0.876	9	Good coordination
Shandong	2017	0.983	0.815	0.895	9	Good coordination
Shandong	2018	0.984	0.832	0.905	10	Quality coordination
Shandong	2019	0.988	0.848	0.915	10	Quality coordination
Shandong	2020	0.989	0.863	0.924	10	Quality coordination
Shanghai	2016	0.78	0.12	0.306	4	Mild dysregulation
Shanghai	2017	0.748	0.129	0.31	4	Mild dysregulation
Shanghai	2018	0.648	0.197	0.358	4	Mild dysregulation
Shanghai	2019	0.683	0.196	0.366	4	Mild dysregulation
Shanghai	2020	0.677	0.227	0.392	4	Mild dysregulation
Tianjin	2016	0.644	0.051	0.181	2	major maladjustment
Tianjin	2017	0.496	0.076	0.194	2	major maladjustment
Tianjin	2018	0.529	0.082	0.209	3	Moderate dysregulation
Tianjin	2019	0.517	0.113	0.241	3	Moderate dysregulation
Tianjin	2020	0.471	0.154	0.27	3	Moderate dysregulation
Zhejiang	2016	0.788	0.194	0.391	4	Mild dysregulation
Zhejiang	2017	0.775	0.203	0.397	4	Mild dysregulation
Zhejiang	2018	0.764	0.225	0.414	5	On the verge of dysregulation
Zhejiang	2019	0.783	0.228	0.423	5	On the verge of dysregulation
Zhejiang	2020	0.79	0.232	0.429	5	On the verge of dysregulation

Through Table 6, it can be found that the coupling degree of the two systems in most eastern regions from 2016 to 2020, but it is still in a imbalance state. Among them, the coupling degree of Shandong and Jiangsu is high, indicating that the two have not formed a good interactive relationship in these five years. At the same time, it can be found that the coupling and coordination degree in the eastern region from 2016 to 2020 shows an obvious positive trend, and the development of new agricultural infrastructure has provided a strong momentum for the rural governance in the eastern region.

Through the analysis of the coupling and coordination of new agricultural infrastructure and rural governance in eastern China, it is concluded that new agricultural infrastructure can promote the efficiency of rural governance. Therefore, the promotion of new agricultural infrastructure governance in all regions of the country is not only conducive to the improvement of regional infrastructure, but also conducive to the development of rural governance.

4. Conclusion and Countermeasures

Through the analysis of the coupling and coordination of new agricultural infrastructure and rural governance in eastern China, it is concluded that new agricultural infrastructure can promote the efficiency of rural governance. Therefore, the promotion of new agricultural infrastructure governance in all regions of the country is not only conducive to the improvement of regional infrastructure, but also conducive to the development of rural governance.

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For a long time, China's agricultural foundation is weak, the rural development lags behind, and there is a wide demand for new infrastructure. In the future, we should start from the perspective of promoting the new infrastructure at the production end and sales end of rural governance and rural revitalization, constantly promote the coupling of the new agricultural infrastructure and rural governance, and burst out the emerging forces to promote the development of rural revitalization.

At the production end, we should be aware of the dominant position of farmers, solve the "last kilometer" problem in rural areas, and improve their happiness. In the development of rural industry, the implementation of rural construction, should improve comprehensive service facilities engineering, improve the production of logistics system, constantly build and improve the open new digital agricultural infrastructure, mainly from the source to solve the villagers, agricultural transportation "the last kilometer" problem, to improve people's sense of security, make new agricultural infrastructure and rural governance.

At the same time, we should continuously expand the channels for farmers to participate in rural governance, accelerate the formation of a rural governance pattern of joint construction, joint governance and sharing, and attract young talents to return to their hometowns for employment and entrepreneurship, so as to cultivate basic digital talents for rural revitalization and boost production. On this basis, courses on live broadcasting and e-commerce learning are offered to improve farmers' e-commerce operation ability, cultivate e-commerce talents, and help rural revitalization.

At the sales end, we should constantly use the role of "Internet +" to promote the connection between production and marketing. Relying on 5G, big data integration of the latest village information, agricultural policy, agricultural products, agricultural hot production resources, transportation information, such as hydropower payment, cross-regional overall layout of rural infrastructure such as big data center, mining, processing, analysis of rural production and living data information, break the information island, achieve more accurate and efficient agricultural sales. The latest village affairs information can be pushed to farmers in time, which can further apply government services to towns and villages, and explore a new mode of modern rural governance.

At the same time, the government should also play a leading role. Good rural governance is also inseparable from the strong and strong rural grassroots Party organizations. We will build rural community-level Party organizations into a strong fortress, support with strong organizational strength, improve rural infrastructure construction throughout the whole process of rural governance, promote the deep integration of new agricultural infrastructure, rural governance and rural community-level Party building, and provide organizational guarantee for good governance in rural areas.

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