

# Research on Promoting Rural Revitalization and Poverty Alleviation under the New Development Concept

## -- Taking Batang Town as an Example

Chuhan Zhang, Xin Xu, Yanzhihui Cao and Jiarui Yan

School of Anhui University of Finance and Economics, Bengbu 233000, China

### Abstract

The tenth meeting of the Central Finance and Economics Committee emphasized that " it is necessary to adhere to the people-centered development idea , promote common prosperity in high-quality development, and correctly handle the relationship between efficiency and fairness " . , The people-centered development idea emphasized by the meeting is not only the starting point and foothold of our party's leadership in modernization , but also the " root " and " soul " of the new development concept . Under the new development concept of common prosperity, this paper studies the government's measures to stabilize the connection between rural revitalization and poverty alleviation under the economic environment that has achieved a moderately prosperous economy , and analyzes the three measures of Batang County based on the policy measures of building a " common prosperity " demonstration area in Zhejiang The advantages and disadvantages of the measures to promote the effective connection between poverty alleviation and rural revitalization , discuss the direction of government intervention in rural revitalization and poverty alleviation, and the measures that should be changed.

### Keywords

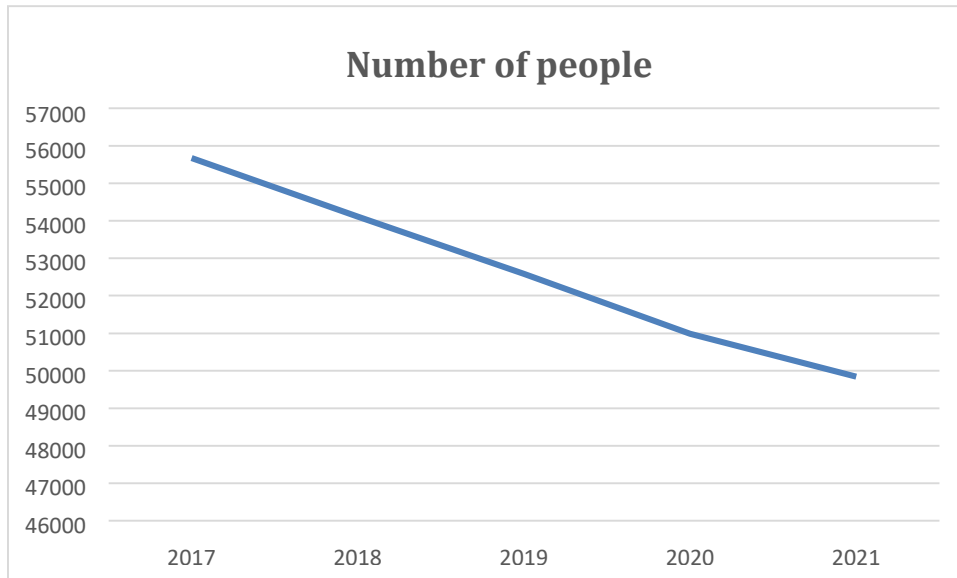
Effective Connection between Rural Revitalization and Poverty Alleviation; Common Prosperity; Policy; Batang County.

## 1. Introduction

When the development direction of our country changes from comprehensive well-off to common prosperity , as a large agricultural country , our country has a large scale and number of villages , and a large number of employees in rural production . In order to promote sustainable economic development , our country needs Shift the focus of economic support to rural areas with vast areas and great potential for development. Under the strategy of rural revitalization , it is necessary to ensure the continuous transformation and upgrading of agricultural production activities and the development of new rural industries. However, due to the impact of the epidemic , the maintenance of the achievements of poverty alleviation has experienced short-term fluctuations . How to better consolidate the achievements of poverty alleviation has become a new exploration issue . This article starts from the problems of Batang County and analyzes the impact of Batang County's policy measures on the development of common prosperity. Revitalization and poverty alleviation are effectively connected with the enlightenment of how the government formulates policy intervention.

## 2. The Necessity of Stabilizing Rural Revitalization and Poverty Alleviation

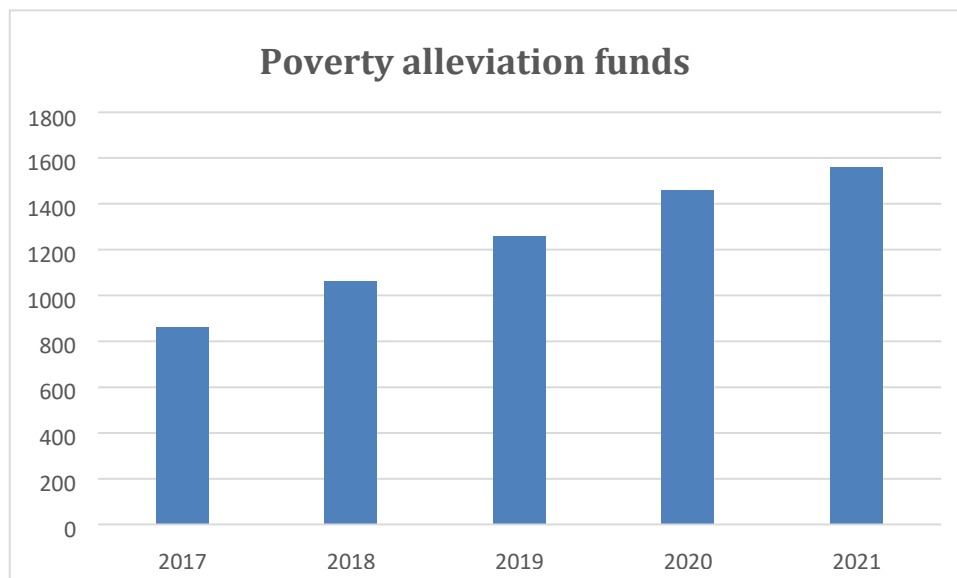
### 2.1. Changes in China's Rural Population



**Figure 1.** China's rural population from 2017 to 2021

As shown in Figure 1, the rural population in China was 556.68 million in 2017, 541.08 million in 2018, 525.82 million in 2019, and 509.79 million in 2020. In 2021, China's rural population will be 498.35 million. The number of rural populations is decreasing year by year. In fact, the stock of rural population is decreasing, and the flow of rural population is increasing. It can be seen that the fight against poverty has gradually achieved results. Rural revitalization is implemented against the backdrop of rapid urbanization. Rural revitalization is not about leaving the population in the countryside, but enhancing the endogenous power of rural development through rural revitalization. It is necessary to make good use of the opportunities for urban residents to spend in rural areas. Increase the flow of rural population and realize the modernization of the countryside.

### 2.2. China's Special Expenditures for Poverty Alleviation



**Figure 2.** Special expenditures for poverty alleviation in China from 2017 to 2021

As shown in Figure 2 , in 2017, China's special poverty alleviation fund investment reached 86.095 billion yuan . In 2018, China's special poverty alleviation fund investment reached 106.095 billion yuan . In 2019, China's special poverty alleviation fund investment reached 126.095 billion yuan .

In 2021, China's special poverty alleviation fund investment reached 146.1 billion yuan , and in 2021 , China's special poverty alleviation fund investment reached 1561

The special poverty alleviation fund has increased by 20 billion yuan every year for five consecutive years , and the overall investment has exceeded

530 billion yuan , providing sufficient " food , grass and military supplies " to win the battle against poverty . It can be seen that the party and the country have a firm determination for poverty alleviation , and have invested a lot of manpower, material resources and financial resources to support poverty alleviation work.

### **2.3. The Relationship between Rural Revitalization and Poverty Alleviation**

achieve rural revitalization , it is the premise that people have " money " in their pockets . Only by consolidating the achievements of poverty alleviation and making " poverty alleviation " a fixed state , and the phenomenon of " returning to poverty " does not appear , can we truly achieve sustainable development and lay a solid foundation for rural revitalization .

#### **2.3.1. Only by " Eliminating Poverty " Can " Revitalization " be Achieved .**

The " two centuries " are the backbone and the main battlefield for poverty alleviation. Time is tight , tasks are heavy and difficult. With the confidence and determination to win , we will go to the battlefield as soon as possible and win staged victories. Poverty alleviation is no longer a slogan , but is actually happening around us. However , our party has a deep understanding that poverty alleviation alone is not enough. Poverty alleviation means " two worries and three guarantees " . To get rid of poverty is to achieve a low level of well-off , not the level of prosperity . people to the hope of a happy life, the prosperity of the people and the prosperity of the country have not yet been realized. Therefore , after effective poverty alleviation, the implementation of the rural revitalization strategy is not only an important prerequisite for economic development in poor areas , but also an essential requirement of socialism.

#### **2.3.2. " Poverty Alleviation " and " Rejuvenation " are Organically Linked.**

The foundation is poverty alleviation , which has local characteristics and phases ; rural revitalization is a further plan for poverty alleviation, which is strategic and long-term. At the beginning of 2018 , the Central Committee of the Communist Party of China and the State Council issued the "Opinions on the Implementation of the Rural Revitalization Strategy" , which deployed the overall requirements of " industrial prosperity, ecological livability, rural civilization, effective governance, and affluent life " , and clarified the goals and tasks of the rural revitalization strategy . A series of major measures have been formulated to solve the " three rural " issues and targeted poverty alleviation. In the fight against poverty , we should focus on selecting and implementing planning policies based on classification, population and land, causes of poverty, and types of poverty. We must win the fight against poverty from six aspects: support for production and employment, poverty alleviation and relocation, ecological protection, education for poverty alleviation, minimum living security policies, and mobilization of the whole society war. Rural revitalization echoes and fits with the six-part " Twenty-Character Policy " , which can not only strengthen rural revitalization , but also promote victory in the battle against poverty.

#### **2.3.3. " Poverty Alleviation " and " Rejuvenation " are Relatively Unified.**

Poverty alleviation and rural revitalization are relatively unified. Poverty alleviation is the prerequisite for rural revitalization. Poverty alleviation is a prerequisite , and rural revitalization is a further advancement. Only when the poverty problem is overcome first , can

the rural revitalization have sufficient "food, grass and military supplies" ; only when the task of poverty alleviation is completed , can we better serve the revitalization of the countryside. To connect the relationship between poverty alleviation and rural revitalization, it is also necessary to promote the coordination of various policies. On the one hand , it is necessary to sort out existing poverty alleviation policies in a timely manner , including retention, adjustment, and continuation , so as to ensure that the effect of poverty alleviation will not be affected by policy changes ; Make reasonable adjustments , give full play to the guiding role and significance of the rural revitalization strategy , reserve room for policy development and implementation time , unite and develop forces , and make all preparations for the beginning of rural revitalization. The overall goal of poverty alleviation and rural revitalization is to enable farmers to truly enjoy the dividends brought about by the country's reform and opening up , comprehensively build a modern socialist country with Chinese characteristics, and draw a beautiful blueprint for the great Chinese dream. At present , China has won an all-round victory in the fight against poverty. Next , let us continue to promote rural revitalization.

Although it is still 14 years before our country achieves common prosperity , work has been carried out all over the country , and the governments of various rural towns also attach great importance to the development of rural industries and actively explore new ideas for development.

As the most remote county in Sichuan , Batang County is located in the northwestern border of Sichuan Province , with harsh natural conditions , sparsely populated , and relatively lagging behind in economic development. Since the beginning of this year , Batang County, Ganzi Prefecture, Sichuan Province has attached great importance to the effective connection between poverty alleviation achievements and rural revitalization , focusing on the creation of state-level modern agricultural demonstration parks , focusing on " doing a good job in party building to promote creation , and doing a good job in building to promote development " . Park supporting projects, park establishment indicators and other list management , with Zhongzan peach base and Songduo vegetable greenhouse planting as the starting point , radiating to all towns and villages in the north and south , highlighting key characteristic projects such as peaches, vegetables, Tibetan pigs, honey, etc. , for the revitalization of the industry Start the " accelerator key " and run out of the " new speed " of Batang's rural revitalization and development .

However, in the actual process of moving towards common prosperity , there will inevitably be many problems. Subu Town , Yu'an District, Lu'an City, Anhui Province is located at the northeast foot of the Dabie Mountains. It is adjacent to the Laopi River in the west and the main canal of the Pi River in the east . Under the changing circumstances , the town government attaches great importance to the development of Subu Town and starts various tasks. During this process, many problems emerged :

First, the rural social service system is not perfect , and the industrial development lacks relevant guidance ; second, the rural investment and financing channels are narrow , and industrial development is limited by funds ;

Third, the enthusiasm of rural people to participate is not high , and the stamina of industrial development is insufficient ;

Fourth, it is difficult to introduce leading enterprises in rural areas, it is difficult to cultivate industries , and it takes a long time to drive industrial development and requires a lot of investment ; fifth, the rural foundation is weak , and the initially developed industries have weak anti-risk capabilities.

The reasons for the emergence of the above problems are relatively complicated , and corresponding manpower, material and financial resources are required to solve them .

However, as long as we persist and continue to find the most effective solution, we will be able to clear the way.

### 3. Economic Internal Circulation Driven by Rural Economy

Today, there are many uncertain factors that lead to the unbalanced macro-development of the world, and there are many countries that are against the trend of economic internationalization and integration represented by the United States. negative impact on our economy. Therefore, developing the internal circulation of China's economy is the best choice to maintain the stable growth of China's economy, and the online economy, digital economy, and new consumption are all solid foundations for the development of China's internal economic circulation.

Since the reform and opening up, China has always insisted on investment, export and consumption to drive economic development, and the proportion of foreign trade economy in China's total economic output has been continuously increasing. But now the international market is updated in real time, and new situations continue to emerge. Therefore, in order to stabilize China's economic development, we must start with domestic demand and take the road of internal economic circulation.

Although peace and development are still the main theme in today's world, after China has become the world's second largest economy, the game between China and the largest economy has become more open and fierce. " Judging from the series of policies introduced by the United States in recent years, the other side has It is a dog jumping over the wall to suppress our country in many ways. If there is no accident, China's economic aggregate will rank first in the world in the next ten years. The rise of China's economic aggregate will lead to new changes in the world pattern. Therefore, we must have long-term preparations to deal with this protracted struggle. To maintain our economic concentration, choosing an internal economic cycle is a proactive response.

Even if the new crown epidemic breaks out, the closure of villages in rural China will not cause chaos, because the countryside is a natural ecology, and every household produces the necessities in daily life independently, and the form of economic circulation of barter still exists in the countryside, and the countryside is a self-sufficient shrinking society.

The three measures in Batang County to promote the effective connection between poverty alleviation and rural revitalization are a typical example of the internal cycle of economic development driven by the rural economy.

First of all, strengthen the preliminary research, so that the assistance policy can be implemented. The "Batang County's 2021 Poverty Alleviation and Rural Revitalization Effective Connection Research Work Plan" was formulated, and the main person in charge of the county government personally led a team to towns and villages to carry out field research in key provincial-level assistance villages. Through research and investigation, we can fully understand the demand for infrastructure and industrial development projects, and after rational screening, we will implement them one by one year by year according to the principle of priority. In accordance with the work requirements of the new round of village-based assistance in the selection of the best and strong, complete the selection of team members in the village and the selection and appointment of the first secretary, and go to the frontline of rural areas to carry out assistance work. Batang County also pays attention to industrial development. According to the specific local environment, centering on the modernization of the agricultural industry of " fruits, vegetables, meat, medicine and honey ", we will focus on " Zhongzan Mao Peach " and " Batang Vegetables ".

The modern agricultural park focuses on the development of " medicine ", " meat ", " honey " and " vegetable " industries, with an estimated output value of 51.805 million yuan.

It can be seen that rural revitalization is an important engine of economic internal circulation. Over the years, there have been many arrears in agriculture and rural infrastructure. The country has started to increase investment in agriculture and rural areas. Under the situation of internal circulation of the domestic economy, it is a good time for agriculture to make up for its shortcomings and lay a solid foundation. Governments at all levels from central to local will increase investment in agriculture and rural areas. A large number of agricultural infrastructure construction projects, high-standard farmland projects, agricultural water conservancy projects and land reclamation projects will be launched to strengthen agricultural infrastructure and improve rural infrastructure.

With the continuous development and deepening of rural industries, the pace of new urbanization will also be accelerated. Urban roads, hydropower, transportation, public infrastructure and other construction projects will be fully launched, and new urbanization will become a huge investment market.

Due to the pull of investment, employment opportunities have increased substantially. The increase of farmers' income will stimulate farmers' consumption, stimulate economic growth, and benefit industrial development, forming a virtuous circle.

#### **4. Strategies for Common Prosperity Consolidating the Achievements of Poverty Alleviation and Developing the Rural Economy**

##### **4.1. Improve the Rural Economic Management System**

The rural economic management mechanism is an important basis in the development of rural economic management. In order to promote the role of rural economic management in poverty alleviation, the government must improve the original and backward rural economic management system and formulate a more efficient and feasible system. The economic management system will make the rural economic management more refined, so as to further implement the major task of poverty alleviation.

Rural revitalization work should pay more attention to on-site inspections, analyze the actual situation of rural poverty alleviation work, and implement a more advanced rural economic system. Poverty alleviation personnel should accurately grasp the internal relationship between rural economy and management mechanism and poverty alleviation, promote the in-depth integration of economic mechanism and actual poverty alleviation, and use the system to stimulate the endogenous power of the rural economy.

The reform of the system requires the courage to innovate and try. Under the condition of retaining the original reasonable system, with the changes and development of the times, we should continue to make reforms and innovations at the system level and management system level accordingly. At the same time, abandon the system that is behind the times, be good at reflecting on the loopholes in the original system, and gradually improve and improve the system and mechanism.

##### **4.2. Increase Investment in Science and Technology**

Promote the deep integration of technological innovation and industrial development. 1. It is necessary to strengthen the cultivation of high-tech industries and professional agricultural technologies related to agriculture. Through some advanced industries to drive industries with relatively lacking technology, let them play a leading role in demonstration. 2. Local governments should actively build agricultural high-tech demonstration zones and agricultural science and technology experience parks, set up a number of agricultural high-tech incubation bases, and gradually form a group of modern agricultural high-tech industrial clusters with strong driving force and characteristic products, so that the bases can be used for agricultural development. Provide a steady stream of technological innovation. 3. Vigorously develop

research and development of agricultural products in institutions of higher learning and agricultural science institutes. Help improve the quality and quantity of agricultural products through technology. For example : First, cooperate with Sichuan Northwest Apple Experimental Station of the Provincial Academy of Agricultural Sciences , invest more than 1.2 million yuan , improve the quality and efficiency of 1,000 mu of low-yield orchards , collect excellent apple varieties from all over Batang , establish Batang apple excellent gene bank base , and build 100 More than mu of characteristic apple industrial parks. The second is to cooperate with Sichuan Jiusen Company to build plateau characteristics.

Potato ( Black Beauty ) variety experiment base. The third is to cooperate with Zhejiang Tsinghua Triangle Research Institute to test the plateau snow chrysanthemum cultivation and plateau artificial Cordyceps planting technology.

Increase the use of scientific and technological achievements in agricultural production. It is the first to develop new agricultural management methods and service objects , and establish and improve the socialized service system of agricultural science and technology. Secondly, it is necessary to use an intelligent big data platform , build an agricultural science and technology information service center with the help of Internet technology , and rely on modern media to promote agricultural products. Finally, professional agricultural colleges should be closely combined with agricultural product research and development , and new products should be put into the market as soon as possible.

### **4.3. Implement the Talent Training Plan**

1.To build a new model of talent training and introduce new talents for rural revitalization. Actively introduce leading talents in agricultural science and technology from various colleges and universities. Vigorously promote preferential policies for talents and give more bonuses to talents sent to the countryside. 2. Gradually strengthen the professional skills training for local farmers , establish a new type of professional knowledge and skills training institutions for professional farmers , and vigorously publicize the necessity of agricultural skills learning. 3. It is necessary to strengthen the popularization of rural education , root the awareness of innovation and science and technology in the hearts of the broad masses of farmers , change the backward ideas of farmers, and make them actively accept new technologies and technologies.

### **4.4. Develop Rural Characteristic Industries**

Develop characteristic agricultural products in each region according to local conditions , and strive to develop the characteristic theme of " one village, one product " . 1. It is necessary to analyze the local characteristic resources , dig deep into the local cultural characteristics , and give full play to the local natural resources. For example : Batang County takes advantage of the natural geographical advantages , is located in the hinterland of the plateau , has a superior ecological environment , and well-preserved natural resources . It is called " the south of the plateau " and " the hometown of fruits " in Ganzi Prefecture . There are traditional Tibetan delicacies : beef consumption, butter tea, highland barley wine , which can promote the development of agricultural economy by promoting local characteristic agricultural products. At the same time, develop Tibetan characteristic culture and customs. For example, the gorgeous Tibetan costumes can be used for tourists to take pictures and experience, and to carry out Tibetan characteristic dance performances--Batang Xianzi attracts tourists. 2. The construction of infrastructure should be promoted. Improving the construction of infrastructure is conducive to better attracting tourists from other places , serving local villagers , improving the rural style , and improving the rural customs. For example : Batang County has increased the construction of infrastructure projects such as the walking tour road and the ancient tea-horse road , renovated the roads in the block , and unified the wall color and overall house layout of the Tibetan houses in the old street. Renovate and redecorate

characteristic store names and store signs , and comprehensively improve the style of the old street.

## 5. Summary

Based on the premise that the concept of development is common prosperity , this article first passes through the changes in the number of rural people in China and the increase in special expenditures for poverty alleviation in China , emphasizing the importance of rural revitalization and poverty alleviation , and then discusses the goal of " solidly promoting common prosperity " during the 14th Five-Year Plan , the positive response to rural revitalization in Batang County, Sichuan will be discussed in a rich manner. On the road of expanding domestic demand and taking the new development path of economic internal circulation, it can be found that the rural economy is an important economy that taps potential domestic demand. Analyzing the successful development of the industrial economy in Batang County, it can be concluded that the rural economy is an important engine of economic internal circulation. This paper also draws four strategies for common prosperity and stable poverty alleviation achievements to develop the rural economy . They are respectively improving the rural economic management system , increasing investment in science and technology , implementing talent training programs , developing rural characteristic industries , and achieving common prosperity. Rural areas account for the largest proportion. Only by formulating policies to revitalize the industries that support sustainable development in the countryside can we develop better.

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