

Agricultural and Rural Development under the Revitalization of Rural Areas: A Case Study of Meishan City

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Abstract: The Nineteenth Party Congress took the rural revitalization strategy as a national strategy to the agenda of the party and the government, also specified the goals and tasks of the rural rejuvenation strategy and put forward specific work requirements. The implementation of the strategy of rural revitalization and the road to revitalization of the socialist countryside with Chinese characteristics aims to fill in the shortcomings of the modernization of agriculture and rural areas as soon as possible, solve the difficult problem of increasing farmers' income, promote the improvement of agricultural production levels, promote economic development in rural areas, and balance the problem of inadequate development. This paper first analyzes the rationality and necessity of the strategy of rural revitalization from policy background and practical significance; then, takes the development of agriculture and rural areas under the strategy of rural revitalization in Meishan as an example, which will be prosperous in industry, livable in ecology, and civilized in the countryside. Effective and affluent living in the current situation of rural revitalization in Meishan has been analyzed and discussed to discover the inadequacies of the current situation, and provide relevant solutions to the problems.

1. Introduction

As far as China's development status is concerned, urban-rural development is the most uneven and rural development is the least. Farmers are the ones most affected by inadequate development imbalance. The contradiction between the people's ever-growing needs for a better life and unbalanced development has become a major contradiction in our society. From the perspective of ensuring national food security, promoting structural reforms in the agricultural supply side, and promoting the integration and development of the secondary, secondary, and tertiary industries in rural areas, the strategies for rural revitalization all play a role that cannot be ignored. The implementation of the strategy for revitalizing rural areas is not only the promotion of policy background, but also the affirmation and recognition of the status of agriculture and rural areas in China.

2. The Policy Background of Rural Regeneration

The "Opinions of the Central Committee of the Communist Party of China on Implementing the Strategy for the Revitalization of the Country" has carried out a full deployment of the strategy for the implementation of the village rejuvenation. The Central Government improved the quality of agricultural development, promoted green development in rural areas, prospered rural culture, built a new rural governance system, improved rural people's livelihood security, played a key role in poverty alleviation, strengthened institutional supply for rural revitalization, strengthened rural support for revitalizing talents, and strengthened rural areas. We will invest in guarantees, adhere to and improve the Party's leadership and other aspects of the "three rural issues" and make arrangements.

To follow the path of revitalizing rural areas with Chinese characteristics is to make agriculture a leading industry, make farmers an attractive career, and make rural areas a suitable place to live and work. The document identifies the goals and tasks of the rural revitalization strategy: By 2020, significant progress has been made in rural revitalization, and institutional frameworks and policy

systems have basically taken shape; by 2035, decisive progress has been made in rural revitalization, and basic realization of agricultural and rural modernization: by 2050, rural areas. Fully revitalized, agriculture is strong, rural beauty, and peasant wealth are fully realized.

Under the background of the strategy of rural revitalization, we must adhere to the Party's management of rural work, persist in giving priority to the development of agriculture and rural areas, adhere to the full revitalization of the countryside, adhere to the integration of urban and rural development, adhere to the harmonious coexistence of people and nature, and eco-friendliness to ensure the effective implementation of the strategy of rural revitalization.

Agriculture is the oldest and most important industry of mankind. The countryside is the earliest residential area of mankind. Agriculture and rural areas bear the love of life and the sustenance of life in the process of human history, witnessing the vigorous development of economy and culture in the history of human development. With the development of the rural economy and the culture of farming, the country's rural industry, rural area environment, and rural governance have undergone major changes. However, the inheritance and development of rural culture has always been rooted in the land of China, and the root of national culture has always been endless. Today, with the rapid development of China's economic construction, it is of great significance to revisit the "rejuvenation strategy for rural areas".

Since the party's 18th National Congress, China has made great achievements in economic construction, its social productivity has been significantly improved, and its social productive capacity has been at the forefront of the world in many aspects. However, the problem of inadequate development imbalance has become more prominent. The major social contradictions in our country have been transformed into the contradiction between the people's ever-growing needs for a better life and the unbalanced and uneven development. China's industrialization and urbanization have developed rapidly. However, compared with the modernization of agriculture and rural areas, it appears to be weak and the gap between urban and rural areas is still relatively large. In order to realize the goal of a strong country with modern socialist modernization, we must speed up the modernization of agriculture and rural areas, and make up for the shortcomings of inadequate development of agricultural and rural areas. Therefore, we must fully understand the seriousness of today's rural issues and realize the urgency of coordinated urban-rural development.

In this context, the Party Central Committee just put forward the "rejuvenation strategy for rural areas". This has a crucial role in solving the rural issues in our country, raising the level of agricultural production, and developing the rural economy.

3. Analysis of the Status of Agricultural and Rural Development in Meishan under the Revitalization of Rural Areas

General Secretary Xi Jinping put forward the implementation of the strategy for rejuvenating villages in the 19th National Congress of the Communist Party of China and accelerated the advancement of agriculture and rural modernization in accordance with the general requirements for the prosperity of industry, ecological livability, rural civilization, effective governance, and affluent life. The strategy for the promotion of rural development is the deepening and upgrading of the past issues of agriculture, rural areas and farmers. It is more comprehensive and more demanding than ever. In the background of rural revitalization, the construction of agricultural and rural areas in Meishan City has also shown initial success, but there are still deficiencies.

In terms of industry, Meishan City proposes to improve the supply capacity of agricultural products, create a "golden triangle" of modern agricultural tourism, and form a system for integrated development of planting, processing, and spreading across borders. Due to its proximity to Chengdu, Meishan also focuses on the development of urban modern agriculture, and proposes to optimize the layout of modern agricultural space based on the composition of "five cities, three parks and five bases". In the context of the revitalization of the countryside, Meishan City vigorously implemented industrial prosperity, promoted the reform of the agricultural supply side, and promoted the modernization of agriculture.

The structure is not excellent and the brand does not ring. The internal structure of the industry is

not excellent, the traditional service industry accounts for a large proportion, and the modern service industry is underdeveloped and the service level is not high. The scattered industries, lack of backbone industries, and leading enterprises did not produce Meishan service brands that were influential and well-known throughout the province and across the country.

The system is incomplete and protection is weak. Although the tertiary industry involves a wide range of areas, there are gaps in management and lack of means. It is difficult to form a concerted effort and the development of the tertiary industry is slow. In terms of industrial development, there is a lack of clear planning guidance. In addition to tourism, trade and logistics, etc., other service industries in Meishan City lack industry development plans.

In terms of ecology, according to the policy background of the rural revitalization, Meishan City proposed that by 2020 the goal of building an ecological barrier in the upper reaches of the Yangtze River will be fully established. Special ecological regions, abundant ecological resources, and vast ecological space have determined the historic mission of Meishan ecological civilization construction. Meishan City adheres to the road of rural development with sound production and development, the introduction of high-quality enterprises, the elimination of backward production capacity, and the persistence of “environmental revitalization of the city” to allow the people of the city to share the ecological Meishan.

Agricultural non-point source pollution does exist objectively. Agricultural non-point source pollution in our city mainly includes chemical fertilizers, pesticides, and agricultural waste (straw, agricultural film, pesticide packaging bags). Rural residents' enthusiasm for the use of green manure is not high, making the input of chemical fertilizers, pesticides, etc. large, easily causing water and soil pollution.

Biodiversity faces difficulties and threats. Biodiversity protection faces difficulties. The construction of large-scale water conservancy projects polluted the rivers and damaged the rivers and lakes ecosystem. In addition, the lack of professional and technical talents in wildlife protection and management institutions is still a difficult problem in protecting biodiversity.

In terms of township civilization, Meishan City proposed that we should vigorously promote fine traditional culture with the core of the Three Su Cultures, deepen the propaganda and education of socialism with Chinese characteristics and Chinese dreams, and solidly carry out activities of changing customs and building demonstration villages. In addition, Meishan City has also implemented a culture-minded project, extensively carrying out activities such as culturally going to the countryside and sending operas to the countryside, revitalizing the rural cultural market, enriching the cultural life of the people, and guiding the formation of new rural customs and new meteorology.

With the gradual change of traditional rural life patterns, different types of cultural and recreational activities are gradually introduced into the countryside, including unhealthy and low-level activities. In the construction of township culture, most of the time, it still only stays on the surface of propaganda and advocacy, and fails to really play a role in revitalizing and developing rural culture. As some rural areas have deviated from cities and towns, their customs and habits are inevitably different, and the relevant propaganda has only dealt with the matter and has not been truly implemented.

In 2018, Meishan City established four systems for education, civil affairs, land, and sanitation. It is necessary to solve prominent problems in key areas and key links such as administrative law enforcement, service effectiveness, examination and approval supervision, project bidding and tendering, and at the same time carry out corruption prevention and poverty reduction. Special treatment of style issues. Meishan City also held a mobilization meeting for the "4+X" system governance work for the people in 2018. [] The meeting requested that all levels and departments should maintain the political determination, strengthen the confidence and determination of systematic governance, and do a good job of system governance.

Policy implementation issues: Due to the constraints of rural financial resources, material resources, unmatched policy measures, and weak operability, policies will be affected when they are implemented. Although there are relatively large frameworks for various aspects of governance

issues, they are insufficient in detailing implementation.

The gap between urban and rural areas exists objectively: Although rural revitalization refers to the affluence of life, the economic living conditions in rural areas do exist with the urban gap. The living standards of the rural people have been improved to some extent, but in many places, they are still not as good as the urban and rural areas.

4. Countermeasures and Suggestions on the Development of Agriculture and Rural Areas in Meishan under the Revitalization of Rural Areas

The development of agriculture and rural development in Meishan City under the revitalization of rural areas was discussed. The modernization of agriculture and rural areas in Meishan City started from five aspects: industrial prosperity, ecological livability, rural civilization, effective governance, and common affluence, and achieved some results. However, in the process of implementing the rural revitalization strategy, there are also the problems analyzed above. Based on the analysis of the above-mentioned issues and causes, the following will put forward the countermeasures and suggestions for the development of agriculture and rural areas in Meishan City under the rural revitalization.

Adjust the industrial structure and start the industrial brand: increase the capital investment and administrative management of the modern service industry, expand the operation scale of the emerging service industry, improve its service quality and level, and increase the proportion of the modern service industry in the entire service industry. Adjust the structure and distribution of the industry to make its distribution more centralized and easier to manage. It is appropriate to introduce large groups and large companies with larger scale, better management, and higher service levels, so as to form a healthy competition within the industry and improve the overall level of the industry to form a Meishan service brand that is well-known in the country.

Improve the system and strengthen security: When developing the tertiary industry, we should also pay attention to its related service levels and the administrative management of the industry. Actively promote the integration of the tertiary industry and the primary and secondary industries, and at the same time pay attention to and solve the series of problems brought about by the development of tertiary industries, such as congestion problems and environmental issues. In the planning and development of the industry, plans and guidelines for related industries have been formulated, and efforts have been made to achieve the mutual integration and common development of the secondary and tertiary industries, and to achieve a sound and sustainable industrial layout.

Solve the problem of agricultural pollution. For the contaminated land, use related soil remediation techniques to manage and repair it. The more important thing is to solve the problem of pollution at the source, eliminate the source of pollution, and eliminate the idea of pollution after the first pollution. Control the use of pesticides and fertilizers, and vigorously promote the full integration of specialized technologies and green prevention and control technologies. Actively implement trials for the use of high-efficiency, low-toxicity, low-residue pesticides, promote the efficient use of fertilisers such as water and fertilizers, and increase the use of organic fertilizers and microbes, and eco-friendly fertilizers.

Protect biodiversity and improve the ecological environment. We will establish aquatic species resources and germplasm conservation areas and continue to standardize the management of protected areas. Overall planning of catching waters and cracking down on illegal fishing. Strengthen the protection of aquatic biodiversity and prevent the loss of species resources and the invasion of harmful alien species. Introduce bio-protected technical personnel to raise people's awareness of protecting species diversity and protecting the ecological environment.

When introducing a new type of entertainment, rural areas should prioritize the introduction of positive, healthy, and up-to-date themes, and guide rural residents to establish proper entertainment and entertainment values. In the cultural and recreational modes that rural residents already have, the amendments to backward cultural entertainment and feudal culture and entertainment have been strengthened, and the transformation of backward and feudal entertainment culture forms into modern and progressive new entertainment culture has been guided. Make the country's cultural

and entertainment life truly present a positive and healthy style, and transmit the positive energy of the society.

The construction of township style civilization should not be limited to the degree of propaganda. We must let rural residents understand the charm of rural civilization. Some of the more backward customs and practices in rural areas should be actively persuaded, and some custom that can be well accepted by the people and have certain rural characteristics can be properly introduced to make the village form a new customs and atmosphere.

Do a good job in implementing policies: Rural areas are different from cities and towns, and their population distribution, financial resources, and material resources are very different from those of cities. Therefore, in the implementation of rural management, the management mode of towns and towns cannot be applied mechanically, but a new set of applications should be created. The characteristics of the rural management model. While proposing a large policy framework, we must also plan well for further detailed implementation of the policy to ensure that the details of the policy can be truly implemented.

Strengthen rural management: With the acceleration of urban-rural integration process, rural social relations and social structure have undergone great changes, and traditional rural governance methods have been difficult to adapt to modern social governance needs. Therefore, in the governance of the countryside, we must also pay attention to the management process and governance effects, and promote the modernization of the rural governance system and governance capacity. Strengthen the management of rural areas, establish and improve a modern rural society governance system that is responsible for the government, social coordination, and the protection of the rule of law to ensure that the rural society is full of vitality, harmony and order.

Facing the gap between urban and rural areas and doing a good job of rural life: To narrow the gap between rural areas and urban areas, we must first face up to the sources of their gaps, and analyze what are the gaps between objective and irreversible, such as the urban population more than rural areas; which can be reduced Gap, such as the gap between the level of urban and rural management. Find the difference between villages and towns, and develop a comfortable life for the countryside. For example, the rural population is more sparse and the environment is more beautiful, so it is also more suitable for the development of tourism and other tertiary industries. Instead of trying to introduce the machinery industry into the countryside, we would like to take the same path of development as the city. Only by facing up to the gap between urban and rural areas and digging out a road suitable for rural development can the real prosperity of rural areas be realized.

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