

Study on Rural Financial Services for Vitalization of Guangdong Rural Areas

Zhang Hongwei

The Open University of Guangdong, 510091, Guangdong, China

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Abstract: The strategy of rural revitalization releases strong rural financial demand and presents a diversified development pattern. However, at present, the imbalance between the supply and demand of rural financial funds is prominent. Therefore, it is necessary to fully broaden the supply channels of rural finance and solve the supply of financial services for rural revitalization. Rural credit cooperative organizations with cooperative financial nature in Guangdong Province have developed rapidly, playing an active role in filling the gaps in formal financial services, alleviating the difficulty of farmers' loans, and promoting agricultural production and credit cooperation development. From the aspects of rural economic situation, rural financial development power, institutional environment, and inclusive financial development, the paper systematically evaluates the rural financial environment in Guangdong and compares spatial and temporal verticals of rural finance in Guangdong. In the future, it is necessary to construct a rural financial differentiation supervision system from the aspects of regulatory objectives, regulatory subjects and targets, regulatory basis, rules, etc., and to provide protection for rural financial differentiation regulatory policies in terms of policies, talents, and funds.

1. Introduction

The strategy of Rural Revitalization is an important strategic decision made by the Party Central Committee with General Secretary Xi Jinping as its core to do a good job in the work of "agriculture, countryside and farmers". Rural revitalization cannot be separated from financial services. Rural financial services play an important role in Rural Revitalization and are the main force of supporting agriculture services. Since the 18th National Congress of the Communist Party of China, the efforts of strengthening agriculture and benefiting the rich and rich peasants have been continuously strengthened, and the results of rural reform have been remarkable [1]. Rural revitalization is a big strategy, which requires real investment. It is necessary to introduce more and more flexible financial living water to inject momentum into rural development [2]. As an important part of rural revitalization, rural finance is not only an important component of rural revitalization, but also a fundamental boost for rural revitalization strategy. To lay a solid economic foundation for the comprehensive construction of a well-off society in rural areas. The key to promoting the prosperity of rural industries is to stabilize the development of the grain industry and ensure national food security. Only by deepening rural financial innovation and using financial technology to provide diverse and high-quality financial products and services for "agriculture, rural areas and farmers" can we adapt to the changes in the main contradictions of our society in the new era [3]. The demand for financial services in agricultural development and rural construction is increasing, and rural finance is ushering in new opportunities for leap-forward development.

The rural financial ecosystem is complex and it is difficult to understand the actual situation of each prefecture-level province and city. In addition, with the advancement of financial technology, inclusive finance, and financial supply side reform, China's rural finance presents new features, new requirements, and new risks. The focus of promoting ecological livability lies in coordinating the promotion and construction of rural ecological environment, creating an idyllic landscape that is yearning for and remembering the homesickness; increasing the comprehensive improvement of the rural living environment and changing the backwardness of rural dirtyness as soon as possible [4]]. We will help achieve the goal of rural revitalization of prosperous industry, ecologically livable, civilized, effective governance, and prosperous life. Rural financial institutions must enhance their

political awareness and overall awareness, adhere to the guiding ideology of socialism with Chinese characteristics in Xi Jinping's new era, fully implement the spirit of the Nineteenth National Congress of the Party, and adhere to the general tone of steady and progressive work [5]. In order to better meet the diversified financial needs of rural revitalization, we must adhere to the correct direction of rural financial reform and establish and improve the rural financial service system suitable for the characteristics of "agriculture, countryside and farmers". Through a large number of field research, this paper analyzed and summarized the problems and reasons in the construction of new rural mutual financial organization system in Guangdong Province, and then put forward operational and targeted policy optimization suggestions, with a view to providing reference for government decision-making.

2. Implementing Rural Revitalization is of Great Strategic Significance

Implementing the rural revitalization strategy is an inevitable requirement for solving the main contradictions in our society. At present, the foundation for the development of China's "three rural" is still relatively weak, and some prominent problems and contradictions are gradually emerging. The implementation of the rural revitalization strategy provides an opportunity for the development of rural finance. The development of rural industries, especially the extension of the value chain, has provided conditions for the development of finance [6]. In recent years, in accordance with the principle of market orientation and the principle of sustainability, Guangdong has vigorously promoted the construction of a rural financial organization system and initially established a new pattern of participation by financial institutions such as policy, commercialization and cooperation. Guided by financial factors, we should actively promote the development of various forms of agricultural scale management, such as land centralization, service-driven and industrial agglomeration, and strive to bring small farmers into the orbit of modern agriculture. For the farmers' professional cooperatives who have obtained the pilot qualification of credit mutual assistance business, their mutual assistance funds come from the funds voluntarily promised by the members and the currency stock funds of the cooperatives [7]. Implementing differentiated supervision on rural finance in China, improving the efficiency of financial resource allocation, and promoting the implementation of Rural Revitalization strategy.

The strategy of Rural Revitalization releases strong rural financial demand, which presents a diversified development pattern. Implementing the strategy of Rural Revitalization is the inevitable requirement of the goal of "two hundred years". On schedule, we will achieve the goal of the first century and make progress towards the goal of the second one. In agriculture, the financing needs of production and liquidity funds of small township enterprises mainly engaged in characteristic agriculture and aquaculture. This requires our country to reform the access system of financial market, and the financial supervision department should take good care of the access of rural financial market, such as reducing registered capital, so as to promote the healthy development of rural financial institutions and maintain the diversity of rural financial institutions [8]. This means that farmers can not withdraw their deposits from the bank, but as long as they fulfill a promised lending procedure, when the credit department needs to use the money, through the custodian bank, part or all of the promised funds can be extracted for credit. loan. And the comprehensive promotion of precision poverty alleviation and accurate poverty alleviation strategy has achieved remarkable results. The inclusive financial services and security system are maturing, the availability of financial services is effectively improved, and the people's access to financial services is significantly enhanced. Promote the rational allocation and orderly flow of various resource elements in rural areas, and tap and activate the employment income growth potential of agricultural and rural areas [9]. Guide all kinds of new agricultural management entities to rural innovation and entrepreneurship, and encourage the use of various new technologies, new elements, new models and new methods to cultivate and expand new products and new industries.

Implementing the rural revitalization strategy is an inevitable requirement for realizing the common prosperity of all the people. Socialism is to finally achieve common prosperity. It is necessary to further deepen the reform of the existing financial system in rural areas. More financial

resources will be allocated to rural economic and social development. Accelerate the construction of a multi-level and wide-cover rural financial system. Scientifically set up the credit information collection indicators of farmers, and actively explore practical data collection methods. The construction of Guangdong rural credit information database has been solidly promoted, and it has become an early group in the country to carry out rural credit system construction work. Improve the rural governance mechanism to protect the democratic rights of farmers; build a coordinated governance system between urban and rural society to enhance the supply of resources for rural governance; promote the rule of law in rural governance, improve the rule of law environment in rural areas. Improve rural financial service infrastructure, promote financial poverty alleviation accurately, strengthen the construction of rural social credit information system, and improve rural financial statistics system. To implement the strategy of rural revitalization, we must insist on ensuring and improving people's livelihood in development, promoting the upgrading of rural infrastructure construction, developing rural education and promoting healthy rural construction. With the transformation of the main social contradictions in our country, farmers' yearning for a better life is growing, and their demand for durable consumer goods credit is also growing.

3. Improving the Supervision System of Differentiated Rural Financial Institutions under the Strategy of Rural Revitalization

In rural financial market, the amount of loans granted by financial institutions to peasant households is not much. The basic reason is that the information between peasants as borrowers (demanders of funds) and financial institutions as lenders (i.e. suppliers of funds) is not equal and inconsistent. We should design differentiated legal measures to implement regional financial supervision, emphasizing the importance of regional financial supervision. Although the momentum of mutual financial business development in Guangdong Province is very good, it should also be clearly seen that the quality and level of rural mutual financial development are not matched with the overall total amount of Guangdong Province's economic province, and there are many problems in the development that need to be further improved. Make every effort to reduce all kinds of financing costs, improve the level of scientific and technological application of financial services, innovate collateral and methods, and innovate rural financial products and services model. The key points for promoting rural wealth are: protecting and mobilizing the enthusiasm of farmers for production, and steadily increasing the income of farmers' family business; creating employment opportunities for farmers in urban and rural areas and creating a good employment environment, and continuously increasing farmers' wage income. Farmers' demand for financial products and services has many types, multiple levels and wide areas. However, Guangdong's rural financial development is still very uneven, and the rural financial service concept and development ideas can not meet the people's growing needs for a better life. This requires efforts to build a modern agricultural industrial system, production system, and operating system. Improve the quality and competitiveness of agriculture and attract financial resources to support agricultural modernization.

The high-quality development of rural financial institutions is not only their own high-quality development, but also the high-quality development of serving the country. It is the development of correct direction, outstanding functions, controllable risks, efficient operation and high-quality service. Rural policy financial institutions take the national credit as the background and the state's financial support is great. Therefore, it is necessary to combine the financial characteristics of China's rural market with the developmental financial direction with policy characteristics. In order to protect the healthy development of rural finance, the state has long held a negative attitude towards private lending, stifling its growth and causing a large number of private lending in rural areas to be transferred underground, hindering the innovation of rural finance. Supporting rural mutual fund cooperatives to establish multi-faceted links with banks, insurance and other financial institutions, and guiding commercial financial institutions to strengthen cooperation with farmers' mutual fund organizations. We should give full play to the regulatory role of monetary and credit policies, implement differentiated regulatory policies, and give full play to the incentive role of fiscal and taxation policies. Efforts should be made to strengthen the construction of grass-roots

Party organizations in rural areas. Construct a "community" of rural governance with Party organizations as the core, autonomous organizations as the main body, groups and economic and social organizations participating in coordination, and form a new pattern of rational division of labor, clear powers and responsibilities, and pluralistic co-governance. In some rural areas of Guangdong Province, many joint-stock commercial banks play the role of "pumps". They will transfer credit funds for small and medium-sized enterprises and "agriculture, countryside and farmers" services to cities and large and medium-sized enterprises, and the phenomenon of "leaning and fattening" occurs from time to time. It is necessary to guide commercial institutions, extend mobile technology to rural areas, transfer funds to rural areas, develop financial markets of rural industries and increase financial supply in rural areas.

Implementing the strategy of Rural Revitalization is a systematic project, which must be planned as a whole and promoted scientifically. Rural financial institutions must conscientiously implement the central decision-making plan. Commercial financial institutions have obvious profitability characteristics. According to the characteristics of market segmentation, they can effectively allocate and utilize the resources of commercial financial institutions, improve their comprehensive competitiveness and expand the scale of loans. We also need to improve the exit mechanism of financial market, which can improve the rural financial efficiency through competition, so as to promote the healthy development of financial institutions and the stable operation of the financial system. Therefore, we should innovate the system and mechanism and expand the sources of funds. Taking positive incentives as the guidance, we should carry out differentiated assessment on the ratio of non-performing loans, and properly improve the tolerance of small and micro enterprises and "agriculture, countryside and farmers" non-performing loans. Increase agricultural support and protection, and steadily increase agricultural production subsidies and farmers' income subsidies. Support migrant workers to return to their hometown business loans, and build a mechanism for sustained and steady growth of migrant workers' income. We will improve the credit problems in the operation of the rural economy, implement open public supervision methods, improve the credit rating mechanism, and increase the punishment for untrustworthy behavior. Products and services provided by financial technology must be identified and defined, and emerging service models must be identified and defined. Second, we must compare costs and efficiency. Standardize social behavior, resolve social contradictions, promote development with good laws, ensure good governance, build a sound financial ecology, and lay a solid foundation for financial institutions to serve rural revitalization.

4. Conclusions

The construction of a new rural mutual aid financial system is a complex system engineering. Rural mutual financial development is not simply a financial or economic issue, it will be influenced by specific political, economic and cultural factors. On the basis of upgrading the level of rural financial supervision, we must also ensure the continued growth of fiscal investment, improve the efficiency of financial resource allocation through support and supervision, and gradually promote the long-term stable development of rural financial markets. Rural financial institutions should conscientiously study and implement Xi Jinping's poverty alleviation thinking, adhere to the precise strategy, aim at the specific assistance of specific poor people, focus on the deep poverty areas, and highlight the support for the promotion of poverty alleviation. To set up regulatory measures for problems that the market individual cannot identify or have no motivation to self-adjust. It is necessary to consider whether it will create a new currency and whether it is sustainable. Establish and improve the special statistical monitoring system and performance evaluation mechanism of financial support services for agriculture, rationally set up the index system, timely and dynamically track and monitor the work of financial support services provided by various financial institutions. We should integrate all kinds of financial subsidies at the provincial level, give full play to the prizing role of financial funds, encourage and guide financial institutions and various new financial organizations to increase their support for small and micro enterprises, agriculture, rural areas, poverty alleviation and other inclusive financial services.

Through the above-mentioned supervision system, rural financial institutions will eventually be willing and able to support rural revitalization and promote the healthy development of rural economy and rural finance virtuous circle.

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