

Research on the Development Strategy of Rural Cooperative Economy in the Post-Epidemic Era

-- Take the Rural Areas in Northern Anhui Province as an Example

Xuwen Zhang, Han Han, Senao Li, Jing Yan*

School of Anhui University of Finance and Economics, China

Abstract

In recent years, the development of the rural cooperative economy, the government and how to develop. At present, the coordinated development of rural revitalization and urbanization cannot be separated from the revitalization of the rural economy, which means that how to develop the rural cooperative economy has become an important issue of the current rural revitalization. This project is based on discussing how to develop the rural cooperative economy in northern Anhui. Through literature collection, field investigation and research, data analysis and sorting, combined with the advantages of rural areas in northern Anhui, it analyzes the current bottleneck of development and the factors restricting the development of rural cooperative economy in northern Anhui. Based on the basic situation of the rural cooperative economic development, the country and the Anhui province introduced support of rural cooperative economic development policy with the north of rural cooperative economic development actual situation, on the basis of a series of north of rural cooperative economy development quality countermeasures and Suggestions, innovative to develop two village mutual learning evaluation mechanism, promote land adoption agriculture, construction live help farmers base countermeasures, such as policy support, resources as a whole, innovation consciousness gives the specific path of rural cooperative economic development.

Keywords

Rural Revitalization; Cooperative Economy; Urbanization Development; Farmers' Income Increase; Production Union.

1. Background of Rural Cooperative Economic Development under Post-Epidemic Conditions

With the deepening of reform and opening up, the development of market economy has brought unprecedented opportunities for cities and rural areas, in recent years, urbanization has developed, but the development gap between cities and towns is still large, how to achieve rural revitalization, how to inject new vitality into urbanization development, the state, the government, the grassroots are also constantly discussing and planning strategies. In the next stage, the party and the state should comprehensively promote rural revitalization and focus on consolidating the achievements of rural revitalization and development. According to the statistics of the Ministry of Rural Agriculture, at this stage, there are an average of three cooperatives in each village in China, and cooperative economy has become one of the important forms of rural farmers' development. In order to increase peasants' income and promote the development of rural economy, various localities have adopted different forms of rural economic cooperation and development methods. In 2022, the No. 1 document of the

Central Committee "Opinions of the CPC Central Committee and the State Council on Comprehensively Promoting the Key Work of Rural Revitalization in 2022" was released, which formulated corresponding plans and tasks for the rural cooperative economy and collective economy. Today's rural areas in northern Anhui have achieved a comprehensive well-off and are moving forward to "become stronger" along the road of rural revitalization. As part of the central region of China, northern Anhui occupies the border of four provinces and is widely representative. Under the background of rural revitalization strategy, rural cooperative economy is an important way to solve the problems of rural areas. The research of this project will also put forward targeted suggestions for rural development in the post-epidemic era, so as to better help rural areas in northern Anhui achieve economic revitalization and high-quality development.

2. The Current Difficulties and Challenges Encountered by the Rural Cooperative Economy

2.1. The Development Concept is Outdated and the Sense of Innovation is Insufficient

Developing a rural cooperative economy is a long-term and arduous task, and it contains a wealth of content. To do this work well, first of all, advanced awareness is essential, which requires rural grassroots managers and farmers to keep pace with the times and plan the future of rural development in combination with the current development situation. The main problem in the current rural revitalization is also to take the previous inherent form, which has a great contradiction with the current form of rural development. Secondly, the existing scientific and technological means and methods are relatively single, which to a certain extent has caused greater restrictions on the development of the rural economy. Therefore, grassroots personnel need to update their development concepts and innovate their development thinking.

2.2. There is a Shortage of Rural Labor and it is Difficult to Carry Out Work

As we all know, wages in cities are generally higher than in rural areas, and the returns and benefits are greater. Therefore, many young laborers choose to go to the cities to develop, which also leads to a shortage of rural labor. In recent years, the situation has also intensified, which is also an important reason for the backwardness of the rural economy. Therefore, the development of the cooperative economy requires labor to participate. As far as the current development of rural cooperative economy and promotion of farmers' income increase, all parties still need to face the problem of labor shortage, so rural economic revitalization is the key to solving the problem.

2.3. The Quality of Grassroots Staff Needs to be Improved, and the Management System Needs to be Improved

At present, the management and development system in some areas is not sound enough, which seriously hinders the development of the rural economy. This not only lies in the coordination and cooperation between government departments, but also in the linkage and coordination between the government and the grassroots and within the grassroots level. At present, the management system in some areas is backward, the quality of government and grassroots staff is low, some staff members do not do anything, do not act, lack exchanges and communication when cooperating with other departments, and work efficiency is extremely low. These are all related to the way staff work, their ability to innovate and their own qualities. Therefore, the staff concerned should pay attention to the shortcomings of the old management system, pay attention to innovation and improve work efficiency. Make work more effective and inclusive to farmers, and lead farmers on the road to prosperity. Secondly, not only the staff, but also the farmers themselves, the development of the rural cooperative economy is inseparable from the

efforts of each farmer, and relevant training and exchange meetings can be held regularly in the countryside to improve the quality of farmers and cultivate their development ability and level.

3. It Proposes a Solution Path for the Development of Rural Cooperative Economy in the New Era

3.1. Take Measures to Attract Migrants Back to Their Homes

At present, due to factors such as backward infrastructure in rural areas, lack of subsidies such as welfare, and high wages for urban migrant workers, many migrants do not want to return to their hometowns. Therefore, in order to enable migrants to return to their hometowns, a series of incentives must be adopted, such as improving rural infrastructure construction and providing supporting agricultural facilities. The establishment of a venture capital fund for migrant workers returning to their hometowns may adopt the mode of equity and debt investment, and the city and county guarantee fund will facilitate the entrepreneurship of migrant workers returning to their hometowns. Second, rural resources should be rationally allocated, the rural industrial structure should be optimized, villagers should be helped to carry out agricultural activities, and the development of rural economy should be promoted, so as to attract more young laborers to return to rural development. On the other hand, it is also necessary to improve farming methods and realize large-scale and modern operation. Help rural development and attract more people to return to their hometowns

3.2. Adapt Measures to Local Conditions and Proceed from the Actual Situation in Rural Areas

To develop the rural cooperative economy, we must proceed from reality and combine it with the actual situation of rural development. Pay attention to the study of new issues, make full preparations for research, study the existing problems in rural areas and future problems, adopt measures in line with the current situation of rural development, and implement a series of methods to help develop the rural cooperative economy. On July 22, 2020, General Secretary Xi Jinping emphasized during a survey of rural professional cooperatives in Lishu County, Siping City, Jilin Province, that "we must find a cooperative development path suitable for ourselves" and "encourage all parts of the country to develop rural cooperative economy according to local conditions to explore more ways of professional cooperative development." This speech highlights the importance of adapting measures to local conditions to the high-quality development of rural professional cooperatives in the new era. At the same time, we should also accumulate reform experience and integrate our own development path while learning from it.

3.3. Reform and Innovation of Management Mechanism (Carry out Mutual Learning and Mutual Evaluation Mechanism between the Two Villages)

At present, there are imperfect cooperative economic organizations, insufficient innovation and coordination capabilities, and relatively backward service methods and some means. Therefore, it is necessary to innovate in the management of organizations and institutions, give play to its own advantages, and serve the rural people. The mutual learning and evaluation mechanism of the two villages refers to the government's use of lottery to determine the corresponding two agricultural economic cooperation organizations, so that they can play the role of mutual supervision and mutual learning in the process of promoting the development of agricultural economy. In this way, oversight is effectively implemented and transparent operation within the mechanism is ensured. Learn from each other, learn from each other's strengths, effectively prevent risks, and improve the efficiency of rural economic development. During the mutual evaluation period of the two villages, at the same time, government departments should strengthen the standardized management of rural cooperative organizations, and coordinate

various departments to provide relevant guidance and management for the development of rural cooperative economy; To carry out regular supervision of relevant staff, it is necessary to handle the interests within the organization, understand the content of cooperation and cooperation matters, and formulate a more standardized operation charter, so that democratic management, decision-making and supervision can be effectively implemented. Safeguard the right of members of the cooperative organization to know, participate and make decisions, and promote the stable development of the cooperative economy; In addition, it can attract some technical personnel, guide farmers to carry out their work, point out the way for rural cooperative economic development, and effectively prevent risks.

3.4. Build Multi-faceted Financing Channels to Meet the Capital Needs of the Cooperative Economy

At present, rural development is inseparable from the demand for funds, and the sustainable development of the cooperative economy requires the injection of funds. Therefore, solving the problem of finance is the key to developing the rural economy. On the national side, it is necessary to increase financial efforts and continuously increase the support for benefiting farmers and strengthening farmers; The central government can also strengthen the guidance of rural finance, and continuously eliminate financial financing bottlenecks, according to the data, in recent years, the financial support capacity has been continuously improved, and by the end of 2021, the coverage rate of banking financial institutions, insurance institutions, and township institutions nationwide has reached 97% and 96% respectively; The coverage rate of basic financial services in administrative villages is also improving step by step. In addition, the local government can help rural economic cooperation organizations set up special funds, break the bottleneck of development constrained by funds, actively mobilize social institutions, organization members, and social enterprises to participate, improve their own economic strength, improve the fiscal and taxation system, and at the same time, they can also adopt operational activities to attract the attention of successful people, carry out business cooperation and donations, etc., so as to develop the rural cooperative economy faster and better. Since the introduction of national policies, many local governments have encouraged farmers to start their own businesses and work together to develop the rural cooperative economy, but many farmers' entrepreneurial dreams have stopped because of insufficient funds.

3.5. Citing Internet + (Building a Live Broadcast Agricultural Assistance Base)

With the advent of the Internet era, the sales channels of agricultural products have been broadened. However, most farmers still use a single sales method, so they build live broadcast agricultural assistance bases in rural areas, and use the new model of Internet + to promote and sell farmers' agricultural products. In this way, it can increase farmers' income, stimulate enthusiasm, and also play a role in publicizing characteristic agriculture. Let agricultural products face the world and expand the consumer market. In view of the shortage of labor and the outflow of talents, incentive measures are adopted to attract college students and other high-quality groups to jointly build a live broadcast base.

4. Conclusion

To sum up, the development of rural cooperative economy plays an important role in rural revitalization, realizing rural economic development and narrowing the gap between urban and rural areas. At this stage, although China's rural cooperative economic organizations have developed rapidly, there are still many problems in the process, including financial support, talent support and policy implementation, etc., for this, it is necessary to innovate the rural cooperative economic development model, broaden financing channels, train talent

construction teams, and lead farmers to become rich. At the same time, the rural agricultural industry will be gradually transformed and a variety of formal agricultural products will be developed. Make use of the advantages of agricultural industry and land resources to better develop the rural economy. Achieve high-quality development through agricultural industrialization, scale and technology, and use cooperative operation and efficient cooperative services to enhance the income of rural cooperative economic organizations, and increase the economic income of members and farmers.

References

- [1] Yuan Peng: Research on the role of supply and marketing cooperatives in promoting China's rural cooperative undertakings: *Learn and Explore*,(2020)No.5,p:132-140.
- [2] Li Guiying: Develop a rural cooperative economy and enhance the ability to serve agriculture:*Farm Staff Officer*,(2021)No.24,p:96-97.
- [3] Zheng Ruoping: The impact of the development of rural cooperative economic organizations on rural economic development is analyzed:*Farm Staff Officer*,(2021)No.23,p:93-94.
- [4] Wang Fengming: Talking about measures to strengthen the management of rural cooperative economic organizations:*Farm Staff Officer*,(2022)No.02,p:99-101.