A Preliminary Study on the Dilemma and Model of Rural Habitat Management in Rural Revitalization

-- Take the Practice of Jingshan Township in Huaiyuan County as an Example

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Abstract

Carrying out rural habitat environment governance is an inevitable requirement for accelerating the shortcomings of rural habitat environment governance and realizing comprehensive and all-round revitalization of the countryside under the background of comprehensive promotion of rural revitalization strategy, and it is also one of the most important parts of the construction of beautiful countryside with Chinese characteristics. This paper adopts questionnaire survey method, interview method and literature analysis method to investigate the current situation of rural habitat environment management in Jingshan Town, Huaiyuan County, Bengbu City, Anhui Province, for example, to understand the implementation of local policies and supervision process based on the survey of residents’ satisfaction with habitat environment management. The study found that: Jingshan Town is currently in the 5-year consolidation period of poverty eradication achievements, rural habitat environment governance has achieved certain results, but there are still problems such as low participation of villagers, serious pollution problems, difficulties in harmless garbage treatment, low comprehensive sewage treatment capacity, inappropriate mode selection, lack of village characteristics, etc. In response to the problems and shortcomings in the governance process, we propose to create special agricultural products, promote special industrial development, help ecological construction, create livable townships, standardize township governance system, improve the level of grassroots governance and other countermeasures and suggestions, with a view to providing suggestions and thinking for the improvement of rural habitat and governance.

Keywords

Rural Revitalization; Rural Habitat Environment; Governance Model.

1. Introduction

The report of the 19th Party Congress proposed to comprehensively promote the strategy of revitalizing the countryside, and put forward the general requirements of "prosperous industry, pleasant ecology, civilized countryside, effective governance, and rich living"; the 20th Party Congress further pointed out that "the most arduous and heavy task of comprehensively building a modern socialist country still lies in the countryside. We should adhere to the priority development of agriculture and rural areas, adhere to the integrated development of urban and
rural areas, smooth the flow of urban and rural elements, accelerate the building of a strong agricultural country, and solidly promote the revitalization of rural industries, talents, culture, ecology and organization", "consolidate and expand the results of poverty eradication, enhance the endogenous development momentum of areas and people who have escaped poverty; coordinate the infrastructure and public services in rural areas, and build a livable and workable environment. layout, and build livable, workable and beautiful villages." Since the 19th National Congress, under the deployment of the rural revitalization strategy, the face of the vast number of rural areas in China has undergone great changes, comprehensive poverty eradication has been won, the living standard of farmers has been improved, and the demand of the vast number of rural areas for improving the living environment of villages and enhancing the spirit of villagers has become stronger and stronger, and the rural habitat environment management work has become an integral part of the implementation of the rural revitalization strategy that cannot be ignored.

Since 2018, under the promotion of the Party Central Committee and local governments, the rural habitat environment management has achieved certain results, and the "Thousand Villages Demonstration, Ten Thousand Villages Improvement" project has achieved certain results: the rural habitat environment has improved significantly, reversing the long-standing dirty and disorderly situation in rural areas, basically realizing clean, neat and orderly; the farmers' living environment has been initially improved. However, there are still many "old" problems in rural habitat management that have not yet been successfully solved. There are still problems such as insufficient financial investment, lack of responsibility of the main body of environmental governance system, imperfect evaluation, supervision and management system of mechanism guarantee and habitat governance, and single development mode, which restrict the comprehensive improvement and implementation effect of rural habitat governance.

From the farmers' pursuit of a better life, how to further enhance and improve the quality of rural habitat and improve farmers' living conditions? How to systematically promote the governance of rural habitat environment and make up for the shortcomings and loopholes in the construction of beautiful countryside? It becomes the main issue discussed in this paper. This paper takes Jingshan Town, Huaiyuan County, Bengbu City as a sample, through field research and questionnaire survey in the area, the villagers issued questionnaires to collate the data, to Professor Wu Liangyong proposed the "habitat environment" theory as the support, the improvement of rural habitat environment of each sub-environmental factors for logical analysis, so as to build Systematic rural habitat improvement mechanism framework, and put forward the construction of habitat improvement proposals and countermeasures, in order to provide reference and reference for China's rural areas habitat management.

2. The Current Situation and Dilemma of Rural Habitat Management

2.1. The Current Situation of Habitat Management in Jingshan Town and the Results Achieved

Jingshan Town, which belongs to Huaiyuan County, Anhui Province, was established in early 2016, with the former Huaiyuan County Chengguan Town as the main body, extending to part of the area south of the Eddy River in Jingshan Township as the new administrative area. Jingshan Town seriously implement the deployment and requirements for poverty eradication work, combined with local realities, relying on local local specialties such as pomegranate, onion, watermelon and Chinese yam to create special industries, successfully completed the work of poverty eradication, and is still in the 5-year consolidation period of poverty eradication results. In recent years, the town of Jingshan has closely focused on the outstanding problems in the town's habitat management, vigorously promote garbage cleaning, toilet
Specifically, the main achievements are shown in the following areas.

**a) Revitalize rural industries and increase farmers’ income.** There are 18 townships in Jingshan Township. In recent years, the township government of Jingshan Township in Huaiyuan County has taken industrial revitalization as the starting point and basis for the implementation of the rural revitalization strategy, closely combined with the actual situation in the township, group block organization, selection of suitable for local development, according to local conditions, and continued to promote the development of special agricultural industries in an orderly manner. Jingshan Town vigorously develops pillar industries such as high-quality pomegranate, glutinous rice, onion, and 10,000 mu of Chinese herbal medicine, while developing around these industries from small merchants to distribution centers and industrial gardens, promoting the accelerated integration of one, two and three industries, extending the industrial chain, increasing income, and making the benefits of farmers’ income increase obvious.

To Shen Ying onion for example: Shen Ying village village total land area of 4,066 mu, the actual arable land area of 3,840 mu, of which 1,140 mu of dry land, paddy field 2,700 mu, per capita arable land 1.25 mu, which is mainly planted onion. In recent years, Shen Ying village onion planting as a leading industry revitalization, through demonstration guidance and technology promotion, and gradually set up a professional onion cooperative, through the improvement of onion varieties, planting area from the initial 500 mu to the current more than 1600 mu, this year is expected to reach a total output of 12 million pounds of onions, the output value of about 15 million yuan, per capita income from onions can exceed 3500 Yuan.

**b) Improve the ecological environment and build beautiful villages.** Jing Shan township invested a total of 481 million yuan for village environmental health management and beautiful countryside construction, to village garbage pool cleaning action as a breakthrough to assist the village and the surrounding environment, firmly establish the new idea of integrated urban and rural environmental management, and comprehensively promote the optimization of rural industrial structure and environmental quality improvement. In the whole village to promote the comprehensive improvement of the rural environment, to achieve the "six" that "there are plans, facilities, cleaning staff, financial security, village rules and regulations and incentives and penalties" work requirements, and strive to create a livable and pleasant village beauty, open "Jing Shan model" set up "grid group" "public welfare positions" and formed a set of rural governance program, to solve a number of outstanding environmental problems, to promote the ecological environment and the villagers' mental outlook have undergone welcome changes. In addition, the town also takes the environmental health improvement of one household as the entrance, advocates the implementation of "small hands pulling big hands" "a group of one" and other actions to guide the whole population to participate in environmental health improvement action, and promote the village appearance to achieve fundamental changes in the protection of green mountains and green water, the process of achieving village cleanliness, the villagers have been able to achieve the goal of "the village cleanliness". In the process of protecting the green mountains and water and realizing the cleanliness of the village, the villagers' ideological awareness has also been transformed into action consciously by implication.

**c) Education environment has been improved.** The investment in education is 1.65 billion yuan, fully guaranteeing the funding for compulsory education, preschool education, high school education and vocational education, and fulfilling the policies of living subsidies for families with financial difficulties, scholarships and tuition remission. It arranged funds of 119 million yuan for school infrastructure, intelligent education construction, etc. 92 new, repaired
and renovated teaching buildings and ancillary facilities with a construction area of 211,700 square meters.

d) Water management. This includes the implementation of retiring the network and returning the lake, improving drinking water sources, relocating large farms and promoting shoreline ecological restoration. Jingshan Township of Huaiyuan County has done a good job in treating water pollution sources and continuously restoring the ecological environment of rivers and lakes, so that the waters and shorelines of major rivers and lakes in the territory present a beautiful scenery of clear water, green shoreline and good environment everywhere.

e) Improvements in medical insurance. By strengthening the construction of the medical insurance system itself, supervising and managing the medical insurance fund, and improving the medical insurance policy system, the medical insurance system in Huaiyuan County has become more mature and stable, and has basically completed the reform tasks in the important mechanisms of treatment guarantee, financing operation, medical insurance payment and fund supervision, as well as the key areas of medical service supply and medical insurance management service, so that every resident can have protection for treatment and feel relieved and at ease when being treated. Comfortable.

2.2. The Dilemma Facing Habitat Management in Jingshan Town

However, the town of Jingshan also has many shortcomings in the process of promoting habitat improvement, the lack of scientific planning of rural layout, idle land resources, unsound rural infrastructure support, serious rural surface pollution, difficulties in cleaning up garbage and other problems still exist, and there is still a gap between the expected effect.

a) Mass participation needs to be improved, the guidance mechanism is not yet sound. Jingshan Town is still in the beginning of the work of habitat improvement, some villages in Jingshan Town still have the undesirable phenomenon of "cadres do, the masses see". Jing Shan Town through the development of leaflets, the establishment of typical figures to encourage and mobilize the masses to participate in the work of habitat improvement has been enhanced, but the enthusiasm and social activities of the villagers in some of the villages to work independently, the enthusiasm and social activities are still relatively low, "waiting, relying on, wanting" mentality still exists, so guide Therefore, the working mechanism to guide the masses to actively participate in the improvement of the human environment is not yet complete.

b) Pollution is still a serious problem. With the rapid development of agricultural modernization, farmers have long relied on the use of pesticides and chemical fertilizers as a short and fast way to increase production. However, this approach not only directly affects the safety and quality of local agricultural products, but also to some extent further causes environmental problems such as soil pollution. The misuse of pesticides has caused greater safety risks to the local soil, water sources and even the safety of human and animal life, and the sewage containing pesticides is discharged directly into the river and ditch, further polluting water sources. In addition, with the development of industry, industrial wastewater gradually increases, and some factories discharge industrial wastewater that does not meet the required discharge standards directly into the river and ditch, causing water pollution, which eventually affects the normal habitat of the entire town of Jingshan.

c) Lack of harmless treatment capacity of rural garbage. The actual situation in Jingshan Township is that there are still deficiencies in the treatment of rural waste. The cost of waste transfer and treatment increases. In the current work of the relevant departments, there is a lack of coordination and normal supervision, and it is difficult to meet the requirements of market-oriented operation, which makes the process of harmless waste treatment slow and difficult.

d) Comprehensive utilization of domestic sewage is difficult to promote. With the continuous improvement of the local economic level, the discharge of various kinds of domestic
sewage is also increasing, and there is still a relatively common situation of indiscriminate discharge of sewage in Jingshan Town, despite the collection of sewage, but the lack of effective means of treatment and perfect supervision system, which makes it produce new pollution. And farmers in the comprehensive utilization of sewage concept there is a significant shortage, most villages use the means of local discharge, and did not carry out the comprehensive utilization of domestic sewage. In the case of insufficient attention of managers, it is difficult to develop an effective technical model, while in the process of comprehensive utilization of rural sewage, the resulting PPP projects are not sufficiently attractive to attract more social funds to participate, affecting its further promotion.

e) Rural construction lacks its own characteristic style. Although the rural construction of Jingshan Township has made remarkable achievements under the promotion of the new strategy of rural vibration, the phenomenon of homogenization exists in most of the current construction, and some villages pay insufficient attention to the construction of rural culture, traditional culture and characteristic appearance, especially the lack of regional characteristics of farming culture heritage, making many simple rural culture and civilization is seriously lost. In the current construction of beautiful countryside, the lack of centralized continuous construction, can not play its amplification effect, at the same time, there is a significant lack of farmers' participation, more by the government to take charge, private enterprises and social forces have a low sense of participation, can not really stimulate the participation of farmers enthusiasm.

f) Insufficient investment and low efficiency of capital utilization. Due to the lack of specific knowledge of rural environmental management by the higher government and the lack of perfect economic development in the countryside, the investment in environmental management is seriously insufficient. In Jingshan Town, for example, although public toilets have been built, the internal environment of the toilets is not clean enough and some of the hand-washing taps have been damaged and cannot be used, and at the same time, some of the infrastructure maintenance and repair work is not in place. And due to the lack of a comprehensive treatment system and advanced technology, making most of the village environmental management efficiency is not high, the investment of funds can not achieve sufficient results, the bottom of the efficiency of the use of funds.

g) Inappropriate models of rural habitat environment improvement. The team found from the grassroots research that in promoting the improvement of rural habitat environment, some places blindly promote some successful models without fully considering the guarantee conditions needed for these models. For example, the "village collection, town transfer, county treatment" model is widely promoted, without taking into account the operating expenses needed to support it, and there is a lack of systematic thinking and coordination in the management of domestic waste. Another example is that the "toilet revolution" in the rural areas is simply to promote the three-compartment septic tank model, focusing on the construction of toilets, but not to achieve effective maintenance and supervision at a later stage. In order to complete the tasks assigned by the higher level government, the grassroots government only focuses on the growth of the number of projects, without giving sufficient consideration to whether the projects can achieve the expected results and their sustainability.

3. Rural Habitat Management Model

3.1. Governance Subject
The development of the countryside is a strategy that needs to be planned as a whole. The Central Government's No. 1 document makes major deployments of the hard tasks that must be accomplished in the field of "three rural areas" every year, proposing to study and promote the experience of Zhejiang's "Thousand Villages Demonstration, Ten Thousand Villages
Improvement" project, and comprehensively Promote to rural waste and sewage treatment, toilet revolution and village appearance improvement as the focus of the rural habitat environment improvement, to ensure that by 2020 to achieve a significant improvement in the rural habitat environment phase, the village environment is basically clean and orderly, the villagers and health awareness generally enhanced.

On the specific level of the town of Jingshan, the government through the region's rural strategy to consolidate the results of a certain amount of planning and management of the human environment, the power or decentralized to all levels of the township government, clear responsibilities and tasks of all levels of government. For the confirmation of the main body of governance responsibility, whether it is the habitat environment or the development of the rural economy, the fundamental subject is of course still the main body of farmers, all plans and actions to the people as the main body, the masses must also play their own sense of ownership. To give full play to their own initiative, not just rely on the government, waiting for the government to solve the problem, but more importantly, their own action, supplemented by government assistance, the two cooperate with each other, common governance of the habitat environment, as well as the further development and consolidation of the rural economy.

3.2. Division of Responsibility

<table>
<thead>
<tr>
<th>Responsible unit</th>
<th>Undertakings</th>
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<tbody>
<tr>
<td>Town Planning Office, Town Management Office</td>
<td>Promote the renovation of old neighborhoods to improve the living environment of residents</td>
</tr>
<tr>
<td>Township Management Office</td>
<td>Increase the efforts to create civilization in the old city, carry out civilization practice activities in the new era, improve the moral quality of residents and enhance the overall image of the old city</td>
</tr>
<tr>
<td>Town Demolition Office</td>
<td>Improve the files of the relocation and resettlement project and further standardize the orderly management of the relocation and resettlement houses</td>
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<td></td>
<td>Focus on the key projects of the county government, do a good job in requisitioning and relocation to ensure the implementation of the project on the ground</td>
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<tr>
<td>Township Public Administration Station</td>
<td>Publicize vaccination work and mobilize people to be actively vaccinated</td>
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<tr>
<td>Township Discipline Inspection Committee</td>
<td>Continued punishment of corruption</td>
</tr>
<tr>
<td>Mei Ying, Leaning Mountain and Caiyuan communities</td>
<td>New crown vaccination work</td>
</tr>
<tr>
<td>Town Propaganda Department</td>
<td>Solidly do a good job in the new era of civilization practice volunteer service activities, and continue to improve the civilization practice Institute (station) for the people's service capacity</td>
</tr>
<tr>
<td>Town Remediation Office</td>
<td>Further promote the improvement of the rural habitat environment and improve the living environment of villagers</td>
</tr>
<tr>
<td>Comprehensive governance office, each village (neighborhood) committee</td>
<td>Ensure that night patrols work to improve the safety of the public's property to prevent a is and anti-fraud capabilities and levels</td>
</tr>
<tr>
<td>Township Organization Department</td>
<td>Deeply promote &quot;a group of a&quot; work, play an effective, effective for the masses to solve problems, to open the last mile for the people's services</td>
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<tr>
<td>Township Armed Forces Department</td>
<td>Further promote the management of &quot;double support&quot; civilized city construction, improve the quality of veterans service station services</td>
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<tr>
<td>Security departments such as police stations, school district management committees, market houses, etc.</td>
<td>Strengthen the comprehensive management of the school environment around primary and secondary schools (kindergartens) and the safety management of school buses</td>
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<tr>
<td>Town Planning Office, Land Division Economic management station, etc.</td>
<td>Further improve the efficiency and quality of farmers’ homestead approval</td>
</tr>
<tr>
<td>Town Office of Civil Affairs</td>
<td>Improve the quality of social assistance to protect the basic life of the needy</td>
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The consolidation of the achievements of rural revitalization and the management of the habitat environment is undoubtedly a challenge with a huge amount of work for the governing bodies, especially in the process of implementing policies, a clear division of responsibilities is more important. Before, during and after the concrete implementation process, reasonable planning and supervision should be carried out, and the responsibilities and tasks of each department should be clearly assigned to prevent the phenomenon of tug-of-war and shirking of responsibilities. The government will carry out the necessary strategic planning, delegate tasks to all levels of government, and the specific implementation effects and achievements will be the responsibility of the relevant government departments responsible for implementation and acceptance by the relevant departments.

Jingshan Township adopts a flat organizational structure model, the division of responsibility is clearly defined to each sub-division of functional departments, and each functional department to ensure that the policy is implemented to maintain the safety of the masses and the daily operation of the Republic.

### 3.3. Linking Mechanism

In the traditional model of environmental governance and rural economic development, relying solely on the leading role of the government cannot guarantee the scientific and rational nature of rural ecological and environmental governance, the traditional model of government-controlled governance is led by the local government and relevant administrative departments, but although China’s central to local urban environmental protection agencies are relatively complete, rural environmental protection organizations are only set up to the county level. Some towns and villages have environmental protection committees, but most of them are not responsible for rural environmental control and management, so the ecological environment in rural areas is in an unsupervised state and the results are not satisfactory.

Jingshan town government according to the actual state of governance in the town to improve part of the mechanism: improve the public participation mechanism of rural environmental governance, give full play to the main role of residents, improve the efficiency and effectiveness of governance, public participation mechanism to clearly specify that rural residents have the right to participate in rural ecological and environmental governance and rural economy-related laws and regulations, in the resolution of disputes when rural residents have the right to use the main rights to defend their Legal rights and interests.

### 3.4. Supervision Mechanism

**a) Improve the relevant legal instruments**

Due to the lack of laws and regulations on governance and development, the action to further consolidate the development of habitat and rural economy has not achieved the desired effect. Therefore, it is necessary to pass the relevant concepts into the minds of the residents from the legal perspective, so that the importance and urgency of the action can be fully understood.

**b) Strengthen the establishment of protection mechanisms**

1. sound environmental protection implementation mechanism, one of the essential tools in the process of administrative implementation of the new rural ecological governance, rural environmental protection mechanism should be independent of the government’s administrative management system, the government granted the environmental protection department the appropriate management rights, within the scope of the law allows the ability to solve environmental problems independently.

2. Establish an effective monitoring and feedback system, and disclose relevant information in a timely manner to avoid information asymmetry in the process related to ecological habitat management and consolidation of rural economic achievements.

**c) Accountability mechanisms**
Each place has its own unique development situation and circumstances, according to which the designated accountability mechanism is not the same, here is an example of the survey object Jingshan town: Jingshan town created its own accountability mechanism in line with the actual situation - "1+4+1+N" management mechanism, so that the habitat The comprehensive environmental improvement and the consolidation and further development of the rural economy have been normalized.

In the "1+4+1+N" management mechanism, The first "1" refers to the establishment of a set of long-term management mechanism, so that there is an organization, system, assessment, horizontal to the edge, vertical to the end, the establishment of a permanent management body, give full play to the role of the village and community rural environmental governance committee.

"4" refers to the four urban and rural environmental improvement teams: first, the establishment of a comprehensive management of the habitat environment law enforcement brigade, responsible for the comprehensive improvement of the habitat environment guidance, supervision and assessment work; second, the establishment of a comprehensive improvement of the habitat environment co-management team, responsible for the comprehensive improvement of the habitat environment daily management work; third, through the villagers’ council to the village (community) Third, through the villagers’ council to strengthen supervision of the work of the village (community) environmental governance committee, to achieve the goal of self-education and self-restraint; Fourth, in accordance with the implementation of the market operation system for garbage collection and transportation, to strengthen the supervision and assessment of cleaning companies.

The second "1" refers to the establishment of a January evaluation of the work of the inspection mechanism, grasp the implementation, each village (neighborhood) committee according to each community, the residents group set a supervisor of environmental improvement, responsible for the village, community "five bags in front of the door" work implementation.

"N" refers to the establishment of a problem bank to implement problem management, to collect and summarize all the problems that exist in the urban and rural environment of Longmenshan town from the masses and all walks of life, to form a problem bank, and to solve them in a step-by-step and sequential manner.

4. The Rural Habitat Management Model Security Measures

4.1. To Create Special Agricultural Products, Promote the Development of Special Industrialization

a) Develop local special industries according to local conditions. As each village soil, water, climate and other natural factors, the number of population, capital, transportation and other social factors are different, each village in learning from the model excellent village at the same time, but also need to consider the actual conditions of the village, choose a road suitable for the development of the village. In Jingshan Town, for example, its Shim Ying Village mainly grows onions, Vonan Village mainly grows watermelons and radishes, and Jing Gorgon Village mainly grows glutinous rice. In the process of village industrial development, the government should actively participate and assign professionals to investigate and analyze the actual situation of each village, and scientifically guide villages to choose the appropriate development path to achieve the maximum utility of resource integration. The government should also do a good job in supporting the work, determine the target tasks according to their respective responsibilities, and give financial support vigorously.

B) Create distinctive brands to increase visibility. Well-known brand can help the industry to create a good goodwill image, and the brand has value-added function, and the value, quality and other characteristics it contains can bring important value to the product, and to a certain
extent can increase the income of residents in rural areas. In addition, well-known brands can promote the development of the local tourism industry and lead to the birth and development of new industries. In Jingshan town, for example, Jingshan glutinous rice has unique characteristics, the more famous ones are Bailianpo fragrant rice, Wanfu fragrant rice, its under Shen Ying onion nationally known, and Jingshan town also won the title of “raspberry” town.

At present, rural areas are influenced by the traditional concept of agricultural production, the core of agricultural producers’ business is still products, ignoring brand building, and most of the agricultural products do not have trademarks, and the awareness of brand creation and protection is not strong. The government should accelerate the brand building of agricultural products, promote the reform of agricultural supply structure and change the way of agricultural development as the main grasp to realize the rural Zhenxin, and create an advantageous characteristic agricultural industry as the working goal. The government should also strengthen the overall planning of the construction of agricultural product brands, include the construction of distinctive agricultural product brands in the development planning of local distinctive industries, clarify local leading industries and distinctive products, and further adjust and optimize the structure of agricultural industries and varieties in order to realize distinctive production layout. Secondly, the government needs to guide agricultural products enterprises to strengthen the awareness of brand building and implement the brand incubation project of agricultural products.

C) **Extend the industrial chain to develop deep processing.** Primary processing of agricultural products can, on the one hand, effectively increase the added value of agricultural products, improve collective economic benefits and increase the income of residents in rural areas. On the other hand, the establishment of some factories in rural areas can provide employment opportunities for rural residents and, to a certain extent, attract workers to return to their hometowns for employment, effectively alleviating the current labor shortage in rural areas. At present, most of the farmers’ production and operation are scattered, and the awareness of product processing is weak, resulting in the problem of small-scale industry and low standardization. On the one hand, it can unify sales, stabilize prices and guarantee farmers’ product income, and on the other hand, it can integrate resources and provide stable sources of raw materials for local product processing enterprises. The government should also establish rural Zhenxin industrial parks, establish standardized production norms and standards, lease land and other resources to capable entrepreneurs, and give preferential policies to enable deep processing industries to be carried out in rural areas.

D) **Apply e-commerce to promote online sales of agricultural products.** At present, the Internet is more commonly used in rural areas, and farmers can sell online through the Internet, which is convenient for both farmers and customers. It reduces the transportation cost of farmers, reduces the influence of weather factors on the transaction, reduces the middleman link, which can effectively improve farmers’ income, and compared with traditional offline sales, online sales have a wider audience, which is more conducive to farmers’ products being seen by more consumers. At present, rural areas are dominated by the elderly, who generally lack Internet awareness. The sale of agricultural products by e-commerce helps farmers grow more scientifically and cater to market demand more effectively on the one hand, and improves farmers’ Internet awareness at the same time.

4.2. **Help Ecological Construction, to Create a Livable Township**

A) **Strengthen the construction of infrastructure in rural areas.** At present, the infrastructure construction in rural areas still needs to be improved, and it is difficult to provide a good living condition for residents. For enterprises, the imperfect infrastructure greatly hinders the production and operation of enterprises as well as the sales of products and the attraction of talents. For the current existing conditions in rural areas, the government should
vigorously strengthen the construction of road network lines to provide conditions for talents to travel. Sound infrastructure plays a huge role in accelerating socio-economic activities and promoting the evolution of their spatial distribution patterns. It often takes a long time and huge investment to build a perfect infrastructure. For new and expansion projects, especially major projects and base construction far away from cities, it is more important to give priority to infrastructure development so that the project can be effective as soon as possible after completion.

B) **Increase capital investment.** According to the current situation of Jingshan Town, each village under it can get 250,000-400,000 yuan of construction funds, which is of little use for the construction of ecological livability, resulting in the slow or even stagnant process of ecological livability construction. Combined with the current situation, the government can choose to focus on investing funds, for example, it can increase the investment in rural education, medical and other livelihood services.

C) **Strengthen the quality education of rural residents.** At present, the quality of residents in rural areas is not high, for example, the awareness of environmental protection, garbage classification and other awareness is poor, honesty and friendliness, respect for the elderly and children and other qualities need to be learned, often because of some petty interests and the government’s governance work presents half the result with twice the effort. Therefore, local governments can improve residents’ literacy by holding lectures or teaching special courses.

4.3. **Standardize the Township Governance System and Improve the Level of Grassroots Governance**

A) **Establish village councils.** The local government can appoint a respected resident of the village to the post of president of the village council. On the one hand, it can regulate the residents' conflicts, and the words of the respected residents are more likely to be accepted by the residents caught in conflicts; other members of the council can also maintain the security of the village area and strengthen the governance of the residents. On the other hand, residents' self-governance can reduce the burden of the government, which can devote its main energy to production and construction.

B) **Appointing young people as village leaders.** The government can call on graduates to serve as village officials, which provides a solution to employment for young people and also attracts talent to rural areas. Young people are more active and can have more innovative ideas to build the village.

C) **Establish a strict review system.** At present, there may be a situation in the local government where local people govern their own villages, which may lead to unfairness in the process of solving some matters, such as the selection of sites for village recreation squares and fitness squares. Therefore, the government should establish a strict review system and strictly require local personnel to handle things fairly and impartially to avoid the phenomenon of receiving bribes.

D) **Adopt grid-based governance.** The government can grid the rural areas, so that each resident is responsible for his or her “grid”, thus ensuring that the rural areas are governed everywhere. In addition, the use of “grids” will enable the government to provide more accurate governance, monitor target households more clearly, and enhance direct access to the situation.

5. **Conclusion and Reflection**

Jingshan Township is in the consolidation period of poverty eradication, the township began to build with 18 townships with distinctive products, the most bright and attractive ones include Chinese herbal medicine; and is committed to building a raspberry town, 30,000 mu of high-quality durian production base, and glutinous rice industry. In the Huaiyuan County plan, the
construction of industrial parks is also a measure to consolidate the results of poverty eradication. The specific implementation still requires bidding for talents, building standard plants, constructing relevant platforms to help production and sales, etc. Work is being planned. Jingshan Town takes industrial revitalization as an entry point to vigorously develop traditional industries such as glutinous rice, late autumn yellow pear, oilseed rape, special aquatic products and poultry, and take advantage of water resources and land to consolidate and expand the results of poverty eradication and paint a new chapter of rural revitalization with the leading agricultural industries of grain, oil and fruit.

At the same time, improve the dynamic monitoring and assistance mechanism to prevent poverty return, pay close attention to the changes in income and expenditure of the population prone to return to poverty, "two worries and three guarantees" and drinking water safety, adhere to the combination of preventive measures and post-event assistance, and take timely and targeted assistance measures to guard the bottom line of poverty return prevention. Do a good job in the follow-up support work of 61 villagers relocated to alleviate poverty, to ensure that the relocated people are stable, have employment, and gradually get rich. Strengthen the management and supervision of the assets of poverty alleviation projects, identify the bottom of the assets, clarify the responsibility of management and care, improve the level of operation, and ensure that they continue to function.

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