

# Policy Analysis and Prospects of the Rural Revitalization Model in the New Era

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## Abstract

Rural area is a regional complex with natural, social and economic characteristics, with multiple functions such as production, life, ecology and culture. It promotes and coexist with cities and towns, and constitutes the main space for human activities. Rural prosperity is the country prosperity, rural decline is the country decline. The contradiction between the ever-growing needs of the Chinese people for a better life and unbalanced and inadequate development is most prominent in the rural areas. China is still in the primary stage of socialism and will remain so for a long time, which is largely characterized in the rural areas. The implementation of the rural revitalization strategy is a necessary requirement for resolving the principal contradiction in Chinese society in the new era and realizing the Two Centenary Goals and the Chinese Dream of national rejuvenation. It is of great practical and far-reaching historical significance.

## Keywords

Rural Revitalization; Policy Analysis; Green Finance.

## 1. Introduction

Party's 20 report pointed out that "promoting rural revitalization, adhere to the priority to the development of agriculture and rural areas, consolidate the development of poverty engines, speed up the construction of agricultural power, solid promote rural industry, talent, culture, ecology, organization revitalization", for the new stage of development to solve the problem of "agriculture, rural areas and farmers" provides an action program and fundamental to follow. At the present stage, there are still many problems in China's rural development, such as hollowing out rural areas, dirty and messy environment, short industrial chain and imperfect infrastructure, which have become prominent weaknesses in the comprehensive implementation of the rural revitalization strategy (Zhang Yunfei, 2021). Therefore, the Opinions of the CPC Central Committee and The State Council on Comprehensively Promoting Rural Revitalization in 2022 clearly propose that rural financing channels should be expanded and accelerate the strengthening of the weak links in rural construction. Due to the long output cycle of crops and the large market risk, the enthusiasm of traditional finance to enter the rural market is not high, which leads to the serious imbalance between supply and demand in China's rural financial market. In addition, traditional finance ignores the protection of the ecological environment (Gong Siwen et al., 2019), which has been unable to meet the people's growing needs for a better ecological environment. Rural revitalization deeply practices the concept of "two mountains", combines ecological protection with financial development, and pays more attention to social and ecological benefits, which is consistent with the strategic concept of rural revitalization (Yu Aishui et al., 2023). At present, the investment of policy funds can no longer meet the growing demand for green development in rural areas, and rural revitalization will

rely more on green financial products such as green investment, green insurance and carbon finance (Ma Jun, 2016). It can be seen that green finance has become an important force in promoting rural revitalization.

This article mainly studies the policy analysis and application of rural revitalization strategy. This has practical significance for the implementation of policies and the systematic integration of specific policies.

## 2. Policy Reviews and Comments

Rural revitalization is linked to the green finance industry. First, promote the rural supply-side reform and promote the revitalization of rural industries. On the one hand, in the process of agricultural production, people will first choose "what to produce", that is, the choice of green products reflects the adjustment of production structure; then "how to produce", that is, the selection of production factors, such as the input of agricultural chemicals and machinery in production, reflects the change of production mode. On the other hand, with the development of rural green industry, the industrial chain is continuously extended, and every node of the industrial chain is inseparable from the support of funds. Green finance itself has a certain inclusive nature. Through green credit, it provides targeted funds for rural green industries and livelihood projects, and uses green securities and green insurance to launch better green products to leverage the aggregation of funds, so as to effectively solve the problem of "where the money comes from" in the rural industrial chain. It can be seen that green finance can not only "borrow" the development of rural green industries and people's livelihood projects, but also effectively promote the popularization of agricultural mechanization, improve green and other agricultural production technologies, and then improve total factor productivity, and inject new momentum into the prosperity of rural industries. We should take root in the concept of green and low-carbon, and forge a civilized village style. Through the dissemination of green finance regulations and green finance education, the formation of rural financial ecology and farmers' integrity awareness can be optimized (Zuo Zhenglong, 2021). In addition, in the process of development, green finance has changed farmers' production mode and planting concept, and promoted the formation of farmers' green environmental awareness and low-carbon literacy, which is conducive to improving the rural interest connection mechanism and promoting the construction of rural civilization. We will advance the strategy of revitalizing human resources and consolidate the effectiveness of rural governance. On the one hand, green finance can provide abundant financial support for innovation and entrepreneurship, encourage more college students to return to the village, realize the transformation of "nesting" to "blooming", improve the green financial literacy in the rural area, constantly explore the rural development needs of green finance, create a large number of rural labor jobs, promote the flow of rural labor factors, improve the enthusiasm of villagers green production, on the other hand, in green production, people will pay more attention to the rural sustainable development, and then have a deeper understanding of the current situation of rural governance. It can be seen that green finance can create employment, attract talents and control the contacts for rural governance.

## 3. Theoretical Analysis Framework and Research Method

Rural revitalization refers to promoting the all-round development of rural economy, society and ecology through a series of policies and measures, and realizing the coordination and sustainability of urban and rural development. Theoretical analysis framework and policy analysis can help us to better understand the connotation and characteristics of rural revitalization and the policy measures to promote rural revitalization. Rural revitalization is one of the important strategic tasks facing China at present, aiming to realizing the sustainable

development of rural economy and society and promoting the integrated development of urban and rural areas. The theoretical analysis and research of rural revitalization model are of great significance for formulating effective policies and guiding practice. Policy background analysis reviews the policy evolution and development process of rural revitalization, analyzes the influence of policy background on the formation of rural revitalization model, and the theoretical basis discusses the theoretical basis of rural revitalization model, including the theoretical support of new urbanization, industrial development, rural governance, ecological civilization and other aspects. Mode classification and characteristic analysis, according to the practical experience of different regions, different stages of development, the classification of rural revitalization mode, analysis of all kinds of pattern characteristics and applicable conditions, path dependence and innovation, analysis of rural revitalization of pattern formation path dependence, explore how to keep on the basis of the traditional advantage of innovation, promote rural revitalization of the new breakthrough. The first thing that rural construction needs to solve is the problem of "where does the money come from". To realize rural revitalization needs a certain material basis for support. According to the relevant data, the correlation degree of Lu'an, Huaibei, Huainan, Xuancheng, Fuyang, Tongling, Huangshan and Bengbu is higher than the mean value, indicating that the rural revitalization of these eight cities is sensitive to the level of opening up. To revitalize rural areas, it is necessary to reform the previous closed car building state and learn new ideas and new technologies to build a new countryside in an open and inclusive spirit. Xuancheng, Wuhu, Lu'an, Fuyang, Huaibei, Huainan and Maanshan are higher than the average. Agriculture and forestry water is the leading industry in rural construction. We should increase the financial expenditure on agriculture, forestry and water resources to ensure the implementation of financial support for agriculture and benefit agriculture, that is, clear "where the money will go". The average correlation degree of labor force structure is the highest, among which Lu 'an, Tongling, Huangshan, Huaibei, Suzhou, Xuancheng, Bengbu and Ma' Anshan are above the average level. The core of rural construction is talents. Compared with other cities, the eight cities have mostly labor force engaged in the secondary and tertiary industries, the agricultural population is small, and rural revitalization lacks labor input from all parties. Industrial structure also has a great impact on rural construction, among which 9 cities are deeply affected by the industrial structure, namely Lu 'an, Huaibei, Huangshan, Suzhou, Tongling, Xuancheng, Bengbu, Fuyang and Ma' Anshan. Among the three industries, agriculture has always been in a weak position. The key to rural revitalization is to promote the adjustment and upgrading of industrial structure, and dredging the flow of production factors in rural and urban areas is the core. Only realizing agricultural modernization and rural revitalization are possible. The average correlation degree of financial development level is the lowest, indicating that the impact of rural finance on rural revitalization is relatively low. Among them, the cities higher than the average are Wuhu, Hefei, Bozhou, Chuzhou, Huaibei, Chizhou and Huainan. Rural industry financing is difficult and expensive frequently, the development of rural financial institutions is not yet mature, and the rural multi-level financial market is not yet perfect, so it is necessary to increase the construction of rural financial system.

#### 4. Research Prospects

Rural revitalization is the overall focus of our work related to agriculture, rural areas and farmers in the new era. We should not only address historical problems such as unbalanced and inadequate urban and rural development, but also shoulder the new mission of strengthening agriculture and rural areas and enriching farmers, and modernize agriculture and rural areas. Based on the empirical data analysis, this paper mainly considers the stock problem left over by history. Looking forward to the new stage of development, the future rural revitalization

should continue to make efforts to shoulder the new incremental responsibilities, and at the same time, it must have new ideas and new guidance. To be precise, first, we need to guide integrated urban and rural development. In order to achieve high-quality development in the new stage of development, we must take the road of integrated development between urban and rural areas, deeply study the relationship between urban and rural areas, reasonably guide the flow of factor resources to rural areas, provide the material resources and spiritual resources needed for rural construction, and build a virtuous cycle of harmony and continuity between urban and rural areas. Second, we need to focus on green development. We must adhere to the concept of green development, promote the green transformation and development of rural economy and society, and create a green and low-carbon rural ecological space; Actively exploring the value forms of ecological products and developing coordinated rural green industries; Continuously establish and improve the green development system and mechanism, as well as a multi-dimensional green governance mechanism in rural areas. Third, we need to focus on differentiated development. To deeply understand the differences of rural areas, explore and summarize typical experiences, based on local resources and advantages, and the "pilot demonstration area", "normal promotion area" and "continuous attack area" to promote rural revitalization in different regions and stages. Fourth, we need to focus on balanced development. Efforts should be made to overcome the problem of polarized development that may be brought about by the agglomeration of resources in the process of rural construction, to intensify the endogenous development driving force mechanism, promote the coordinated and balanced development of all regions, and promote common prosperity.

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