

Update the rural "Internet" to assist in rural revitalization

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Abstract

The 20th National Congress of the CPC (hereinafter referred to as the "Twentieth Congress"), held on October 6, 2022, once again emphasized: comprehensively promote rural revitalization, adhere to the priority development of agriculture and rural areas, and consolidate and expand the achievements of poverty alleviation. This project takes the "Jiangsu Anhui Cooperation Demonstration Zone" between Langxi County, Xuancheng City, Anhui Province, Guangde City, and Liyang City, Jiangsu Province as samples. Based on the perspective of common development between urban and rural areas, and following the research approach of "origin background → current situation analysis → path exploration → policy recommendations", a combination of quantitative and qualitative empirical research methods is comprehensively used to focus on how to utilize the advantages of location relationships between villages and counties on the provincial boundary, forming a path of "village to village connectivity", then breaking it into smaller parts and weaving a network of "village to village connections", aiming to propose an effective path through project research, with border rural areas as the fulcrum, spreading to the national rural mutual assistance and common development of rural economy, in order to comprehensively promote rural revitalization.

Keywords

Jiangsu Anhui Cooperation Demonstration Zone, Rural mutual assistance, rural revitalization.

1. Research background

1.1. Theoretical significance

On the one hand, the project expands the academic space for related research. Traditional research and policies on promoting rural revitalization mostly emphasize "urban-rural cooperation". This project will be based on the often overlooked fact that villages can also promote each other, and strive to form a grand network of "village to village, county to county, and city to city" through policy optimization suggestions, to help a large number of rural areas overcome the dilemma of "no one to help, not long to help, and unable to help", and thus comprehensively promote rural revitalization, Enriched the connotation of relevant research.

On the other hand, the methodological paradigm of related research has been improved. Traditional research has overly macro and holistic discussions on the positioning, value, and function of rural industrial revitalization. This project focuses on the two provinces and three regions in southeastern China - the Jiangsu Anhui Cooperation Demonstration Zone, and explores specific issues related to rural development and revitalization through case studies. The research object is clarified and the research paradigm is improved.

Taking the Jiangsu Anhui Cooperation Demonstration Zone as a typical case, constructing a model of the production development driving force system within the rural cooperation system, identifying the problems and key development points of the cooperation mode, helps to grasp the development structure of the Jiangsu Anhui Cooperation Demonstration Zone, clarify the future construction focus of the Jiangsu Anhui Cooperation Demonstration Zone, and make a small contribution to promoting the smooth implementation of the construction of the Jiangsu Anhui Cooperation Demonstration Zone.

1.2. Practical significance

This project actively responds to the call of the Party and the country, analyzes the success and potential improvement space of the Jiangsu Anhui Cooperation Demonstration Zone, as well as the inherent drawbacks of urban-rural cooperation development, proposes feasible suggestions, provides effective rural cooperation planning for local governments in China, deeply explores local characteristic industries and ecological advantages, and develops and exchanges them, Strengthen the transformation from traditional agriculture to modern agriculture, and use the surplus energy left during the transformation process to cultivate and develop the tertiary industry, in order to achieve comprehensive development through multiple approaches. This not only preserves the inherent characteristics of rural areas, but also provides a prerequisite for the implementation of rural revitalization strategy and strong driving force for modernization construction, forming a community of village cooperation and integrated development, and further promoting more reasonable urban-rural integrated planning It is more feasible to break the bottleneck of "no one to help, not long to help, and unable to help" in urban-rural cooperation, and promote the overall promotion of rural revitalization.

Taking the Jiangsu Anhui Cooperation Demonstration Zone as a typical case, construct a dynamic model of the provincial rural interconnection network system, identify the difficulties and key conditions of building this network, and provide suggestions for the future development of the Jiangsu Anhui Cooperation Demonstration Zone. Studying the established provincial-level special advantage zones helps to grasp the development structure of the special advantage zones, clarify the future construction priorities of the special advantage zones, and make a small contribution to promoting the smooth implementation of the construction of the special advantage zones.

2. Research Status and Development Trends at Home and Abroad

2.1. Domestic research

Firstly, in terms of rural cooperative governance, Ye Yumin (2021) believes that rural areas with good collective economic development and strong traditional political authority are represented by a top-down governance model led by elites within the system, with effective consultation, joint action, and community building as the main governance path. It is necessary to choose an appropriate cooperative governance model based on the actual situation of the village to improve

Efficiency of rural governance and reduction of governance costs. Long Xiaoru (2021) proposed that the top-down cooperative governance model led by elites within the system is suitable for rural areas with good collective economic development, strong political authority in villages, and strong social capital; The bottom-up cooperative governance model led by elites outside the system is suitable for rural areas with weak collective economic foundation, weakened traditional political authority, and strong social capital. In the state of cooperative governance, different elite groups, including ordinary villagers, pay attention to the diversity of rural

governance goals, attach importance to building rural communities, and carry out joint actions on the basis of full consultation to effectively promote rural affairs.

Secondly, from the perspective of economic cooperation, Wang Zhengxiang (2022) proposed that agricultural cooperative economic organizations can play an important role in promoting, effectively receiving, and coordinating interests. In the process of agricultural financial capital accumulation, agricultural cooperative economic organizations can help to broaden financial access, optimize agricultural capital allocation, and improve the financial credit reputation system. In the process of rural knowledge capital accumulation, agricultural cooperative economic organizations have broad space to play a role in knowledge selection, knowledge diffusion and knowledge innovation. Sun Heqian (2022) pointed out that cooperative finance is a key link in building a modern rural financial system. The transaction cost of cooperative finance is relatively low, which can avoid serious financial exclusion and promote the return of rural finance to its original source. At present, there are problems in China's rural cooperative finance, such as a lack of effective external supervision, incomplete internal management mechanisms, and risks arising from "cross-border" operations.

Thirdly, from the perspective of the division of roles between the government and the market in rural revitalization, Zheng Liang, Zhou Yu, Dong Kona, and Cao Yang (2022) believe that it is necessary to attach importance to the "Theory and Practice of Rural Revitalization" sub forum, establish a platform for "meaningful government" and "effective market" to discuss and share cooperation, and conduct a "sparrow dissection" using 15 typical rural revitalization practice cases as samples, deeply elaborating on mechanism innovation, brand building The mechanism and practical effectiveness of industrial integration, urban-rural coordination, technological support, and spiritual guidance in empowering rural revitalization.

2.2. Foreign research

From the perspective of rural industrial transformation and comprehensive development: Tianbin Mao; Qian Li (2021) believes that the comprehensive development of the three rural industries has increased farmers' income and enriched the structure of the rural industrial chain, which is an important measure to accelerate rural economic development; At the same time, in the construction of beautiful rural areas, it serves as a necessary means to solve rural contradictions at this stage, narrowing the gap between urban and rural areas and providing a solid foundation for the comprehensive development of the three rural industries; Trung D.Dang; Thong A. Tran (2020) believes that as rural industrial clusters accelerate their development, these processes increase rural income, reduce government poverty alleviation pressure, and also help create more employment opportunities; Tadao Miyagi; Tall willows grow straight; Nakagawa Hideyoshi (2014) emphasized the sixth industry. In the 1990s, Naruto Imamura, an honorary professor and agricultural expert at the University of Tokyo in Japan, first proposed the concept of "sixth industry" in response to the development difficulties faced by Japanese agriculture. This is achieved by encouraging farmers to engage in diversified operations, namely not only planting crops (the primary industry), but also engaging in agricultural product processing (the secondary industry) and selling agricultural products and their processed products (the tertiary industry), To obtain more value-added value and open up bright prospects for sustainable development of agriculture and rural areas. Because according to industry classification, the agriculture, forestry, and aquaculture industry belongs to the primary industry, while the processing and manufacturing industry is the secondary industry, and sales, services, etc. are the tertiary industry. $1+2+3$ "equals 6," $1 \times 2 \times 3$ "also equals 6", believing that through the sixth industry, it can better connect with urban areas; V. N. Sharma (2007) believes that through rural industrialization, people can be improved

The literacy rate and education rate have a positive impact on rural areas.

From the perspective of human resources, the "Internet" in rural areas is conducive to active human resource development, which plays a crucial role in the excellent combination of rural revitalization and the consolidation of poverty alleviation achievements. Biobele (2014) believes that human resource development practices can increase people's abilities, skills, and knowledge, and that the "human" resource can largely determine the efficiency and effectiveness of an organization, Therefore, human resource development can be regarded as one of the important ways to promote sustainable development in rural areas of Nigeria; Asrarullhaq (2015) pointed out that human resource development plays a significant role in promoting the economic and social development of Pakistan.

From the perspective of education and development, in the process of rural revitalization, education level is not only the fundamental driving force for promoting long-term rural development, but also an important link related to sustainable development in China. Laszlo (2008) discovered the wage effect of education in studying the relationship between education, labor supply, and market development in rural areas of Peru. Education enables rural families to obtain better and more profitable jobs; Garavan&McCarthy (2008) found that the process of collective learning is crucial for researchers and practitioners of human resource development. Gedro&Hartman (2016) found through a case study that there is a gap between Haiti's educational standards and high-quality national human resource development outcomes, and education can address the gap; Scholars such as Salemink et al (2015) and Kwasi&Alam (2015) called for improving the infrastructure and environmental construction of rural human resource development, proposing the concept of "digital rural", believing that the "digital divide" between urban and rural areas hinders the development of rural labor; Bennett (2014) believes that human resource development must adopt new technologies and develop new explanatory models to meet the growing demand for organizational learning ability in virtual work environments; Ahn&Mclean (2006) emphasized at the beginning of their study on human resources in the Busan region of South Korea that the development of national human resources in South Korea must be achieved through regional development, which is deeply influenced by knowledge and information needs; Lengyel et al (2016) proposed in exploring the issue of human resource development for Hungarian agricultural experts that, in addition to traditional training, it is necessary to establish a remote learning system (e-learning platform).

3. Technical roadmap, proposed solutions, and expected results

3.1. Technical route

This project will be carried out in accordance with the concept of "background analysis → current situation analysis → path exploration → policy recommendations"

3.1.1. Background analysis

Reasonably analyze and explore various aspects of the development of the Jiangsu Anhui Cooperation Demonstration Zone through methods such as searching for information and conducting on-site research, and analyze the development direction of this cooperation model.

3.1.2. Current situation analysis

Through on-site research, data collection and organization, analyze the advantages and disadvantages of the Jiangsu Anhui Cooperation Demonstration Zone, and deeply analyze the reasons for its disadvantages, and propose preliminary solutions to the difficult factors in development.

3.1.3. Path exploration

After the analysis of the first two parts, it is clear that the development direction of the Jiangsu Anhui Cooperation Demonstration Zone is the integration of the first, second, and third

industries; Clarify that "township cooperation" can become a key point in rural revitalization; Clearly, the rural interconnection network can connect "consolidating and expanding poverty alleviation achievements" with "comprehensively promoting rural revitalization".

3.1.4. Policy suggestions

Based on the above analysis, policy suggestions are proposed for the development direction of the Jiangsu Anhui Cooperation Demonstration Zone, and the government is committed to providing a certain degree of assistance.

3.2. Research methods

3.2.1. Literature research method

Utilizing various databases on the Internet, such as Tsinghua Tongfang's CNKI database, Wanfang database, as well as a large number of books and magazines, to consult domestic and foreign literature related to this research topic, collect and organize effective information, and conduct systematic analysis to establish the research system and structure of this project. At the same time, selectively absorb and innovate some theoretical knowledge by combining the knowledge learned and accumulated experience in relevant research. Comprehensively analyze the existing research results and national policies of the construction of the Jiangsu Anhui Cooperation Demonstration Zone, and systematically analyze the relevant national policy guidance and subsequent reform trends.

3.2.2. Empirical research methods

Empirical research is a research method that explains, analyzes, confirms, or predicts various social activities and phenomena. From the classification of research methods, our study belongs to empirical case studies, also known as "dissecting sparrows". Place the local government cooperation model in the context of economic, social, and political development and transformation, analyze the path and performance of cooperative development in the Jiangsu Anhui Cooperation Demonstration Zone, and reveal that rural cooperation is an effective way to achieve rural revitalization.

3.2.3. Research Methods of History

The generation of institutions always has its historical reasons. The emergence of the Jiangsu Anhui Cooperation Demonstration Zone is closely related to the insufficient urban-rural cooperation and the implementation of the "township government and village governance" system. Only by placing the emergence of this system in a certain historical context for consideration, analysis, and research can we correctly understand the true nature and essential characteristics of events or things.

3.2.4. Case study method

During the inspection process, accurately select typical cases of successful rural development, conduct on-site research, classify and organize effective information, and purposefully observe the vitality and development power of the Jiangsu Anhui Cooperation Demonstration Zone; By comprehensively observing and analyzing the plasticity of its development direction, whether it can meet some necessary conditions. Based on relevant current affairs and policies, systematically analyze the leading position of the Jiangsu Anhui Cooperation Demonstration Zone as a possible future cooperation model, and provide policy recommendations to the local government based on the actual situation.

4. Solving problems

4.1. Question 1

Provide relevant policy recommendations to assist in the transformation, distribution, and integrated development of the first, second, and third industries in the Jiangsu Anhui

Cooperation Demonstration Zone, while improving the positions related to the industrial chain, providing sufficient job opportunities for local people, and promoting the modernization of local government governance capabilities.

4.2. Question 2

Further analyze the difficulties encountered in the development of the Jiangsu Anhui Cooperation Demonstration Zone, deepen the development direction with "township cooperation" as the fulcrum on the basis of urban and rural development, solve some existing problems, prevent some potential problems, consolidate relevant achievements in poverty alleviation, and use this industry as a connecting point to connect with the rural revitalization strategy.

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