

# **Practice and Exploration of County Level Industry Co Construction under the Background of Rural Revitalization Strategy-Take Shayang County in Hubei Province as an example**

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**Abstract:** As a traditional agricultural county in Hubei Province, Shayang County has vigorously promoted the mode of industrial joint construction of farmland according to farmers' contiguity, joint industrial development, joint provision of public services, joint efforts of Party members and the masses, and common maintenance of ecological environment, and achieve good results, which have certain enlightenment significance for Sustainable Rural Revitalization Strategy. From the perspective of theoretical research, combining with the specific work situation of Shayang County, this paper reviews the experience and practice of promoting the comprehensive upgrading of agriculture, rural comprehensive development and farmers' all-round progress, and makes a brief summary.

Promoting the integrated development of rural primary industry, secondary industry and tertiary industry is an important choice to change the mode of agricultural development, to consolidate the foundation of agricultural development, and to promote the professional development of farmers, which is also an important support and way to implement the Rural Revitalization Strategy. However, at present, there are still many problems in the integration of the three industries. The development level and level are still relatively low, which is to the disadvantage of the development of rural economy in China. Based on the above situations, this paper intends to summarize the experience of Shayang County in promoting industrial joint construction mode, so as to provide work experience reference for promoting the research of township revitalization strategy.

## **1. Basic Experience of Industrial Co Construction**

The farmland should be connected according to the building of the foundation of Rural Revitalization. In 2014, Shayang County seized the opportunity of confirmation and registration of the second round of land contract management right nationwide, and implemented the land continuous cultivation mode according to households, which is mainly carried out through three forms: voluntary negotiation and exchange of contracted land, redefinition of contracted land and centralized transfer of management rights, in order to come true "one farmer, one piece of land" for farmers, and fundamentally solve the problems of high production costs and low agricultural benefits caused by the decentralization and fragmentation of rural land management. The area of the whole county is close to 900000 mu, and the overall continuous rate is 92%. In the mode of "continuous farming by households", it was written into No. 1 central document in 2016 and 2017 for two consecutive years. In 2017, Shayang County won one of the first top ten innovation lists of China's agriculture, rural areas and farmers by "continuous farming according to households to solve the problem of land fragmentation".

The advantages of Rural Revitalization about the joint vertical and horizontal development of the industry. To promote the horizontal combination and extension of the industrial chain, and to improve the seamless docking of breeding, planting, tourism and other industries in towns and villages with good resource endowment and geographical advantages. In terms of agricultural development, it mainly cultivates high-quality rice, crayfish, pig, laying hens and other characteristic full factor industrial chains, and strives to form an industrial development pattern connecting upstream and downstream. Vigorously develop rural tourism, promote the overall layout and construction of characteristic small towns and agricultural tourism complex, rural water environment complex and rural forestry complex, and realize the industrial chain operation of health preservation, education and training, and agricultural products e-commerce. We should promote the three-dimensional integration of industries, and make full use of idle assets and resources at the village level, and promote the integration of agriculture and tourism, industry and commerce, including primary, secondary and tertiary industries.

Public services are connected into a network to ensure the revitalization of rural areas. We will strengthen the guarantee of public services, actively build a "last mile" for the people from the field to the broad market. We will vigorously implement the reform of "decentralization, management and service", realize the sharing of grid and administrative examination and approval resources, and form the "five level connectivity" of provinces, cities, towns and villages. Vigorously promote the price reform of production factors, Shayang County takes the lead in promoting comprehensive reform of agricultural water price in Jingmen City. Through clear price and accurate measurement, the majority of farmers not only use cheap water and comfortable water, but also reduce the contradiction of rural water use. We should deepen the achievements of public service reform and establish a socialized service system with agricultural technology extension service as the main body and new agricultural management as the supplement.

The party, the masses, the cadres and the masses are linked together to build a fortress for Rural Revitalization. We will jointly improve public service capacity, coordinate multi department project funds, complete the construction or reconstruction of all village (community) Party members' mass activity centers, and provide all-round venues for Party members and masses. We should create a propaganda, learning and cultural front for socialist core values, highlight the good people and good deeds around us, and carry forward to the excellent traditional culture and ideal morality. We should encourage village branches to actively lead and run cooperatives, adopt the way of village collective "three capital" to invest in shares, and guide villagers to become rich. At the same time actively resolve contradictions and disputes at the grass-roots level, widely promote the mode of mass self-determination mediation, and regularly carry out village level dispute mediation and conflict resolution, so as to inject fresh force into the grass-roots harmony and stability.

Co governance of ecological environment, and co construction of the beauty of Rural Revitalization. We will promote the comprehensive transformation of market towns and the diversion of rainwater and sewage, promote the implementation of major ecological projects, and take the lead in achieving the goal of full coverage of township sewage treatment facilities in the province. We have established and improved the urban and rural domestic waste treatment system, and the harmless treatment rate of urban and rural garbage has reached 100%. In 2019, the three-year action plan of "toilet revolution" will be completed ahead of schedule to realize the standard discharge of domestic sewage treatment in rural centralized and decentralized residential areas. We will earnestly carry out environmental improvement actions and jointly build a green and healthy home. We will carry out the system of long-term river and lake management, and deal with outstanding environmental problems such as aquaculture pollution.

## **2. The Dilemma Performance of Industrial Co Construction under the Background of Rural Revitalization Strategy**

The key problem to be dealt with in industrial co construction is to realize the complementary

advantages of primary, secondary and tertiary industries so as to achieve common development and finally realize the strategic goal of Rural Revitalization. In foreign countries, the research on the integration of the three rural industries started earlier. Japan and South Korea in East Asia have strong similarities with China in agricultural resources, development history, rural characteristics and many other aspects.<sup>[1]</sup> Zhou Li, Li Yanyan (2018) and others have made a comparative analysis on the industrial integration of Rural Revitalization in China with the development of six industries in Japan and South Korea, citing the addition effect and multiplication effect in the six industries, sorting out valuable enlightenment for China's Rural Revitalization Strategy.<sup>[2]</sup> (Jiang Changyun, 2015).<sup>[3]</sup><sup>[4]</sup> However, generally speaking, the secondary and tertiary industries in rural China are in the initial stage of development and in the "infant stage". There are many problems: The first, the integration of agriculture and the secondary and tertiary industries are low, the interconnection between industries is not strong, the industrial chain and value chain are not fully realized, and the homogenization competition and vicious competition are more intense; the driving force of new-type agricultural operators is not strong and the development is slow, involving agriculture The supply and demand of social services are not matched. Ma Xiaohe (2015), Su Yiqing (2016).<sup>[5]</sup> It also points out that the lagging development of agricultural product marketing, e-commerce and rural logistics has great constraints on the smooth development of rural primary, secondary and tertiary industries (Li Yulei, 2016).<sup>[6]</sup> Agricultural subsidy policy emphasizes production over marketing, insufficient subsidies for processing and sales, and insufficient support for new industrial forms (Bian Jing, 2015)

### **3. The Enlightenment of Industrial Co Construction on Promoting Rural Revitalization Strategy**

#### **3.1. Plan the Development of Agricultural Industrialization In Advance**

Industrial co construction is committed to breaking the bottleneck of rural industrialization development [7] the integrated development of primary, secondary and tertiary industries in rural areas needs to focus on cultivating and supporting agricultural product processing industry, promoting the development of planting and breeding industry, catering industry, leisure tourism industry and other industries (Zheng Fengtian, Cui Haixing, Cheng Yu, 2015); [8] we should better play the role of the government and improve the relevant infrastructure We should give full play to the role of the government in terms of conditions, optimizing the development environment, and providing public services (WuXiao, 2016).

#### **3.2. Strengthen the Policy to Benefit the People**

Practice has proved that we can realize agricultural scale benefit without changing small-scale family management. This is an agricultural modernization road with broad prospects to protect the interests of farmers. To improve the socialized service mechanism supporting agricultural development (Liang Lihua, 2016); [9] to promote the deep integration of primary, secondary and tertiary industries in China's rural areas, it is necessary to establish a systematic and effective financial and investment support policy system (Zhan Hui, 2016).

#### **3.3. We Must Respect the Will of the Masses**

In the process of promoting continuous farming by household, we should always respect the dominant position of the people, pay attention to giving play to the pioneering spirit of the masses, and closely rely on the people to promote reform. Grassroots organizations mainly mobilize and organize the masses to fully express their interest demands and give full play to their intelligence and wisdom. It is precisely because of the adherence to the mass line, from the masses to the masses, this reform has been recognized and supported by the masses.

#### **3.4. Cultivate New Professional Farmers in An All-Round Way**

We must further improve the supporting policies for professional farmers, vigorously develop a

complete modern agricultural vocational education system and professional qualification certification system, and cultivate a large number of new professional farmers. [10] We should give full play to the leading role of planting experts and professionals, promote the development of family farms, cultivate new professional farmers, and support farmers to set up various forms of new farmer cooperative organizations (Han Yijun, 2015); [11] to promote the integrated development of rural primary, secondary and tertiary industries, we should cultivate family farms, farmers' cooperatives and leading enterprises (Zhao Hai, 2015).

### 3.5. We Must Insist on Overall Consideration

It is necessary to combine with the strategic adjustment of agricultural structure, take the market as the guidance, take the benefit as the center, vigorously develop the high-efficiency and mutual integration development mode, and constantly adjust and optimize the industrial structure. [12] Innovation is the key to the integrated development of the three major industries in rural areas. Innovation should be used to cultivate the main body of integration, improve the interest linkage mechanism, and improve relevant policies (Jiang Changyun, 2015). [13] Some scholars pointed out that the key to the integrated development of rural industries is to do a good job in innovation driven articles (research group of "research group of macro institute and Department of agricultural economy of national development and Reform Commission", 2016)

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