

Original Paper

Practical Research on the Coordinated Promotion of Common Prosperity and Rural Revitalization—Take Ruoji Village, Shiji Township, Kangding City as an Example

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Abstract

To rejuvenate the nation, rural revitalization is an important premise. In the process of continuously promoting Chinese-style modernization and accelerating the realization of common prosperity for all the people, we must make unremitting efforts to consolidate the foundation of agriculture and promote all-round rural revitalization. Based on the research results of rural revitalization work in Ruoji Village, this paper starts from adhering to the party's management of rural work and strengthening the construction of grass-roots organizations; Development of digital economy to promote rural revitalization; Actively develop rural characteristic tourism to promote rural revitalization; Improve the rural public service system, improve the degree of spiritual civilization of villagers, etc., and put forward the practical path of innovative common prosperity and rural revitalization.

Keywords

common prosperity, rural revitalization, Ruoji Village

Among the major decisions and arrangements made at the 19th National Congress of the Communist Party of China, the implementation of the rural revitalization strategy is one of the important arrangements, among which it is clearly pointed out that the work of agriculture, rural areas and farmers is a major historical task in comprehensively building a modern socialist country. In order to deeply grasp the laws of modernization and the changing characteristics of urban-rural relations, and conform to the

yearning of hundreds of millions of farmers for a better life, a deep grasp of the internal logic of common prosperity and rural revitalization is of great practical significance for understanding the practical research on the coordinated promotion of common prosperity and rural revitalization.

1. The Internal Logic of Common Prosperity and Rural Revitalization

To realize the modernization of agriculture and rural areas, constantly promote the rapid development of agriculture, the overall prosperity of rural areas, farmers' lives are more prosperous and happy, and the implementation of the rural revitalization strategy is the solution to the root cause. Common prosperity is the common aspiration of the broad masses of the people, the essential requirement of socialism, and an important feature of Chinese-style modernization. In the process of building a modern socialist country in an all-round way, rural revitalization is one of the major tasks and an inevitable choice to further achieve common prosperity for all the people. Common prosperity is the common prosperity of all the people, and no one can be left behind. Common prosperity is a process of narrowing the gap between urban and rural economic development, a process of material and spiritual prosperity, and a process of the whole country working together. Therefore, implementing rural revitalization is the inevitable choice to achieve common prosperity, and agriculture and rural areas are the foundation. Implementing the strategy of rural revitalization in ethnic minority areas, changing the backwardness of the countryside, improving the living standards of the rural masses, and then promoting common prosperity for all the people are important development directions for realizing socialist modernization in the new journey of the future.

2. The Significance of Promoting the Coordinated Development of Common Prosperity and Rural Revitalization

The promotion of common prosperity and the promotion of all-round development of the people is highly unified, we must not only do a great deal of material conditions, but also realize the continuous improvement of spiritual civilization. To steadily promote common prosperity and achieve more substantial progress, we need to earnestly grasp the tasks of building spiritual civilization, vigorously develop advanced socialist culture, and make the people's spiritual life more prosperous. Achieving common prosperity has been a great dream of all Chinese people since ancient times, an essential requirement of socialism, and an important direction and mission of our Party in the course of development. In combination with the actual situation of rural development in Ruoji Village, it is bound to face many problems from backwardness to revitalization. However, with the support of national policies and the development of big digital economy, rural development in ethnic areas also has a lot of room for development. Through the vigorous implementation of the rural revitalization strategy, from the rise of rural characteristic tourism, the continuous improvement of infrastructure, village appearance and village appearance, the continuous improvement of people's economic income, the gradual

improvement of happiness and other aspects of comprehensive revitalization, and constantly realize the yearning for a better life of rural residents.

3. The Development Status of Rural Revitalization of Ruoji Village in Kangding City

In the development of rural revitalization of Ruoji village, the leadership of party building is particularly highlighted, based on reality, the right path is selected, key breakthroughs are made, and overall promotion is made to achieve comprehensive rural revitalization.

3.1 The Development and Change of Rural Revitalization in Ruoji Village

Ruojia Village, Kangding City, Garze Tibetan Autonomous Prefecture, is located in the east of Kangding City, the left bank of Dadu River, 32 kilometers away from Kangding City, 310 kilometers away from Chengdu, now the entire line of Yakang Expressway opened, but also closer to the distance between the people outside the village and here. In recent years, focusing on the overall goal of “prosperous industry, livable ecology, civilized village style, effective governance, and prosperous life”, we have built a rural sightseeing and leisure tourism area of “Shuijian Fishing Village” and built a healthy and leisure “back garden”.

Since Ruojia Village was identified as the first batch of rural revitalization demonstration villages in Ganzi Prefecture, the whole village has undergone profound changes, with continuous improvement in industrial development, village appearance, ecological civilization, scientific governance, and life prosperity. Agriculture has been comprehensively upgraded. Ruojia Village focuses on the construction of a modern agricultural system, centralized livestock raising, and reasonable disposal of waste and water; The land was divided into zero areas and planted in different areas, and the planting varieties were effectively transformed from wheat and corn, which had low income in the past, to figs, cherries, loquat and other fruits and vegetables. The industrial structure has been scientifically adjusted in accordance with the local reality, highlighting the theme of wild fishing, fruit picking, health and leisure on the Dadu River, and vigorously developing characteristic ecological agricultural products. All-round development of the countryside. The original mud potholes and dilapidated cottages have undergone great changes in the village appearance and appearance, making the villagers’ living environment more comfortable, basic service facilities more perfect, and characteristic tourism more fully developed. Farmers have made all-round progress. Vigorously implement the cultivation project, relying on the “moral lecture hall” and “farmer night school” to carry out important conference spirit and advanced typical deeds publicity activities, and constantly send culture into the village, and the villagers’ civilized quality has been improved; With the core content of “feeling the party’s kindness, loving the motherland, abiding by the rule of law, and running to a well-off society”, the village folk style is more simple, the village style is more civilized, and the farmers are more progressive; Through the “double training and double belt”, a group of new professional farmers have been cultivated, and they are more specialized in residential reception, catering, service and planting of special agricultural products. The achievements of poverty

alleviation have been continuously consolidated, and poor households have not only achieved poverty alleviation, but also actively participated in the construction of their hometowns.

3.2 Existing Problems in the Development of Joji Village

The problem of inexperience. The tourism of Ruoji village has just started, and there are still insufficient tourism service experience, imperfect supporting facilities, and too simple industrial development. How to manage and operate in the future and how to bring good benefits to the masses needs to be slowly explored in practice to find out a business path suitable for their own development. Traffic bottleneck constrains development. At present, there is only one steel bridge in the village, which was built in 2007, and the traffic capacity is very weak, resulting in tourists' vehicles not being able to enter the village on a large scale, so it is urgent to build a new permanent bridge. The shortage of labor. As the whole village attaches great importance to children's education, young people with culture, knowledge and technology basically participate in work or struggle in first-tier cities, and the lack of labor force has become another problem in promoting rural revitalization. The service level needs to be improved. Due to the limitation of the staff's cultural level and the lack of service skills, the overall service quality needs to be improved. The problem of low publicity. At present, Ruoji village in the publicity and promotion efforts are not enough, the way of publicity is still too traditional, their own brand has not been created, can not play the brand effect, attract more people know that there is Ruoji village this place, to Ruoji village tourism, to drive development.

4. Innovate the Realistic Path of Common Prosperity and Rural Revitalization

Based on the current situation of rural revitalization and development in ethnic areas, this paper takes the actual development situation of Ruoji village as an example, from the path of rural revitalization to jointly promote common prosperity, and proposes to adhere to the Party's management of rural work; Accelerate the combination of agriculture and digitalization, and strengthen the innovation of agricultural science and technology; Developing rural tourism service industry; It is of great significance to strengthen the construction of rural infrastructure and public service system in several aspects, to promote the rural revitalization strategy according to local conditions and step by step, to achieve the rapid development of rural economy in ethnic areas, and to make people's lives happier.

4.1 We Must Adhere to the Party's Management of Rural Work and Strengthen the Construction of Grass-roots Organizations

Grass-roots party organizations are the "backbone" of the rural revitalization strategy and the fundamental guidance for taking the road of rural revitalization well. Under the correct leadership of the Communist Party of China (CPC), we must consolidate the achievements of poverty alleviation, make new explorations to achieve common prosperity for all the people, focus on the development and needs of the local people, make progress in accordance with local conditions, and constantly push rural revitalization and development to a new level. It is particularly important to cultivate the construction of grass-roots teams with high quality, strong ability and strong mass consciousness, and it is also the key

to the work of rural revitalization. Dare to break through the routine, boldly use outstanding talents, and improve the mass recognition and collective quality of village cadres. We will strengthen the training of reserve cadres and Party members. We will attach importance to outstanding young college students returning to their hometowns to start businesses, and veterans returning to their hometowns to innovate and start businesses. Strengthen the construction of Party members, actively provide suggestions and suggestions for the innovation of grassroots governance in party building, and promote the high-quality development of rural revitalization work.

4.2 Vigorously Develop the Digital Economy to Promote Rural Revitalization

With the rapid development of information technology, the development of digital economy has gradually become a new engine for the development of agricultural and rural economy. Specifically, new generation information technologies such as big data and artificial intelligence can be used to penetrate into various fields and links of agriculture and rural areas, and change traditional agricultural production and farmers' lifestyles in a modern way. Ruoji Village actively develops advantageous agriculture and animal husbandry. At present, relying on climate advantages, it develops 205 mu of economic trees such as loquat and cherry, and grows more than 100 mu of vegetables. In this regard, with the help of digital economy, on the one hand, it can effectively promote the development of modern agriculture, fruit and vegetable processing, warehousing and logistics, color printing and packaging, creative design and other related industries. On the other hand, increase a number of jobs, such as electronic micro business, e-commerce enterprises, farmers' professional cooperatives, logistics distribution, etc., effectively solve the problem of local unemployed people. Combine agriculture and rural areas with digitalization, strengthen agricultural scientific and technological innovation, encourage the construction of "Internet +" agricultural product projects, and improve agricultural work efficiency. In addition, further increase publicity efforts and innovate publicity methods. Under the full use of traditional promotion methods such as billboards, LED and brochures, through the rational use of e-commerce platforms, micro-videos, Tiktok live platforms, takeout platforms, online tourism and other emerging publicity carriers, It can fully release the local characteristic food, seasonal fruits and vegetables, rural natural beauty, cultural tourism and other information in a timely manner, so as to promote the development of rural local characteristic tourism, catering and homestay industries, and improve the popularity of Ruoji Village. Build smart rural construction projects, combine science and technology with rural areas, information technology with agriculture, create a complete industrial chain, and drive regional development. Through agricultural digitization, industrialization and other measures, rural residents can change the way of consumption, leisure and social interaction, increase the property income of rural farmers, improve the income level of farmers, narrow the gap between rural and urban, in order to accelerate the realization of common prosperity.

4.3 Actively Develop Rural Tourism and Promote Rural Revitalization

In the process of developing rural tourism, the first is to pay attention to the inheritance and development of local culture. In this regard, we should encourage social capital to develop and invest in rural tourism hotlines, combine culture and tourism, and highlight rural cultural industries. Focusing on health, leisure and tourism agriculture, centering on the theme of “fruit-fragrant garden”, through market-oriented mechanisms and the model of “cooperative + farmers + companies”, we build a stock cooperation mechanism involving cooperatives, farmers and enterprises, so that village collectives and tourism investment companies can obtain corresponding benefits from it, so as to mobilize the enthusiasm of all parties. Second, we should pay attention to the main status of rural residents, not only to tourists as the center, but also to local residents as the base, to build an equal and harmonious relationship between the host and the guest. To develop rural tourism, college students should be actively encouraged to return to their hometown to start their own businesses, because college students not only have cutting-edge knowledge and modern concepts, but also have a relative understanding of rural development and local folk customs, and are the main group to enhance the development of rural tourism. Therefore, in line with the principles of enterprise management, village committee management, and mass participation, vigorously promote the innovative business forms of leisure agriculture and rural tourism, and enliven the agricultural economy by leasing villagers’ idle houses and idle land to collective development of ecological tourism. The third is to deepen the integrated development of the primary, secondary and tertiary industries in rural areas, promote the formation of rural cultural industry clusters, and promote the integrated development of agriculture, commerce, culture, tourism and sports. We will develop online shopping of specialty agricultural products. The use of local characteristic agricultural products, attract the attention of outsiders, combined with marketing, bring agricultural products into the fire, enhance rural visibility, vigorously develop local characteristic tourism services, promote rural revitalization, increase the overall income of rural residents, cultivate civilized village style, good family style, simple folk style, and help rural residents to a new level of material living standards and spiritual civilization.

4.4 Improve the Rural Public Service System, Improve the Level of Spiritual Civilization

Common prosperity is the prosperity of all the people, including material prosperity and spiritual prosperity. Improve the rural public service system, create a good rural environment, so that each villager can enjoy more diversified, multi-level and multi-faceted spiritual and cultural needs, enrich the spiritual and cultural needs of villagers, in this regard, through the construction of public cultural infrastructure with characteristics and taste, such as the construction of rural cultural squares, rural libraries, gymnasiums and other basic cultural facilities. Enrich the villagers’ leisure and entertainment projects, actively organize and carry out various cultural activities, especially to inherit and develop local folk traditional arts. In addition, with the development of digital economy, the development of network culture plays an increasingly important role in the prosperity of spiritual life under the vision of common prosperity. Therefore, with the help of network information technology, excellent traditional Chinese culture, socialist construction culture and red culture can be spread through audio and video to enrich the

spiritual needs of rural residents, so as to create a good rural cultural atmosphere, improve the overall spiritual and cultural level of villagers, and further realize the coordinated development of material civilization and spiritual civilization of villagers.

In short, rural revitalization is a major task in comprehensively building a modern socialist country and an inevitable choice to achieve common prosperity for all the people. In order to further develop the rural economy in minority areas, make the rural areas look new, and enable farmers to live a more comfortable and satisfied life, with the support of the Party and the state policies, strengthen the construction of rural infrastructure and public service system, build rural digital economy, develop rural tourism service industry, etc., so that rural areas and farmers gradually achieve common prosperity.

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