

The Choice of Rural Revitalization Paths from the Perspective of New-quality Productive Forces

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Abstract: Cultivating and developing new quality productive forces is the internal requirements and important focus points for high-quality development and full of far-reaching significance to Chinese modernization and the great rejuvenation of the Chinese nation. Rural revitalization is a major strategic project to resolve major social contradictions on a new journey in the new era. The development of new quality productive forces represented by disruptive key technological innovation has created new opportunities for rural revitalization. By updating agricultural production factors, improving agricultural production efficiency, enriching rural industrial forms, optimizing rural governance systems, and expanding farmers' income channels, the new quality productive forces provides a strong driving force for achieving the strategic goals of industrial prosperity, ecological livable, effective governance, civilized village style and prosperous life. The proposal of new quality productivity provides a new path choice for the comprehensive promotion of rural revitalization. Through the leap in the three factors of productivity and their optimized combination, and the further improvement of total factor productivity, we will promote the modernization of rural infrastructure, the specialization of talent training, and the development of agricultural industries, to realize the construction of smart villages, talent villages, characteristic villages and ecological villages.

Keywords: New Quality Productivity, Rural Revitalization; Total Factor Productivity; Three Factors of Productivity; High-quality Development.

I. Introduction

In the tide of globalization and informatization, the rural revitalization strategy has become a key measure to promote balanced regional development and achieve common prosperity. As China's economy shifts from a stage of high-speed growth to a stage of high-quality development, new-quality productivity, as an important force driving high-quality development, has an important enabling role in rural revitalization. New-quality productivity not only represents the qualitative characteristics of the new round of scientific and technological revolution and industrial transformation, but also embodies the new development concepts of innovation, coordination, green, openness, and sharing. This article aims to explore how new-quality productivity can inject new kinetic energy into rural revitalization through multi-dimensional empowerment and promote high-quality development of rural economy.

II. The Concept and Characteristics of New-Quality Productivity

New-quality productivity is productivity that meets the requirements of high-quality development and is a more integrated and embodies new connotations in the digital age. New-quality productivity is different from traditional productivity. It is a leap in existing productivity, involves new fields, has a high technological content, and relying on innovation-driven is the key. Under traditional productivity conditions, economic growth mainly relies on a large amount of resource input and highly consumed resources and energy. (Liu Yansui, 2018)

The “new” in new-quality productivity refers to new technologies, new models, new industries, new fields, and new kinetic energy; the “quality” in new-quality productivity refers to matter, quality, essence, and quality; the “productivity” in new-quality productivity is the most active and revolutionary element in promoting social progress. The fundamental task of socialism is to liberate and develop social productivity. (Huang Chengwei, 2021)

New-quality productivity features “newness”, focuses on “quality”, and lands on “productivity”. (Luo Biliang, 2024) New-quality productivity breaks through the traditional economic growth mode, takes high efficiency and high quality as the basic requirements, and takes digitalization, networking, and intelligence as the basic characteristics. (Zhou Wen, Xu Lingyun. 2023)

The core of new-quality productivity is innovation. New-quality productivity takes scientific and technological innovation as the engine, new industries as the leading factor, industrial upgrading as the direction, and enhancing core competitiveness as the goal. It integrates digital technologies such as artificial intelligence and big data and emphasizes more on the internal development quality. In stimulating quality change, efficiency change, and power change. It takes a high-quality development path with less input of production factors, high resource allocation efficiency, low resource and environmental costs, and good economic and social benefits. (Gao Fan, 2023)

III. The Impact of New-Quality Productivity on Rural Revitalization

3.1 Promote Agricultural Modernization

New-quality productivity promotes agricultural modernization through scientific and technological innovation and informatization means. (Xu Zheng, Zheng Linhao, Cheng Mengyao, 2023) For example, the application of intelligent agricultural technology can improve agricultural production efficiency, reduce labor costs, and improve the quality of agricultural products.

3.2 Promote the Adjustment of Rural Industrial Structure

New-quality productivity promotes the adjustment of rural industrial structure and promotes the integrated development of primary, secondary, and tertiary industries. (Xu Zheng, Zheng Linhao, Ding Shouhai, 2024) For example, the development of emerging industries such as rural tourism and rural e-commerce has injected new vitality into the rural economy.

3.3 Improve the Rural Living Environment

New-quality productivity advocates the concept of green development and promotes the improvement of the rural living environment. For example, the popularization of clean energy reduces environmental pollution in rural areas and improves the living quality of rural residents.

IV. New Paths for Rural Revitalization Led by New-Quality Productivity

4.1 Smart Countryside: New-Quality Productivity Helps Rural Infrastructure Construction

In the process of building a strong socialist modern country, the importance of building a complete and

modern infrastructure has become obvious. The implementation of this measure is not only one of the basic driving forces for the country to move towards modernization but also an important sign of fully implementing the rural revitalization strategy. As new-quality productivity that reflects elements such as new-type laborers, labor tools, and labor objects, the strength of its action, the size of its radiation range, and the speed of its power transmission all need strong support from new infrastructure. (Lu Jiang, Guo Ziang, Wang Yuping, 2024) First of all, new-quality productivity provides powerful information support for the improvement of the rural public service system. By introducing advanced scientific and technological means, applying digital intelligence technologies such as artificial intelligence, big data, and the Internet of Things to rural construction, establishing an efficient and perfect digital and modern management system and supervision system, improving rural governance levels and work efficiency, and effectively solving the situation of “someone uses but no one manages” infrastructure; in addition, new-quality productivity provides powerful technical support for improving the living quality of rural residents. (Jia Ruoxiang, Wang Jiyuan, Dou Hongtao. 2024). By using data analysis to realize personalized push of public information services to meet the specific needs of different rural residents, such as smart homes, smart healthcare, and distance education, providing rural residents with a more comfortable and convenient living environment and living services; at the same time, new-quality productivity helps strengthen the construction of intelligent facilities, such as strengthening the construction of rural roads, water conservancy, electricity and other infrastructure, promoting the improvement of residents' living conditions, and thus promoting high-quality and sustainable development of rural infrastructure.

4.2 Talented Countryside: New-Quality Productivity Helps Cultivate Rural Technical Talents

General Secretary Xi Jinping has repeatedly issued important instructions on talent cultivation for rural revitalization. He proposed that “we should promote the revitalization of rural talents and put the development of human capital in the first place to strengthen the talent support for rural revitalization.”(Xi Jinping, 2022)The No. 1 central document in 2024 once again emphasizes “strengthening the rural talent team”with all efforts. These views all clearly define the important role played by talents in the process of rural revitalization and development. Thus, if the countryside cannot retain the talents needed for its own development, rural revitalization is out of the question. Therefore, for the problem of talent gap in rural areas, new-quality productivity can help from three aspects: introduction, retention, and cultivation. (Pu Qingping, Huang Yuanyuan, 2023)

First, bring in. Broaden the talent introduction channels in an all-round way through technical means. The data provided by new-quality productivity can clarify the talent portrait suitable for rural development and more accurately meet the talent needs of rural development in different aspects. At the same time, increase capital investment and equipment investment in talent introduction, empower the systematic talent management system with new-quality productivity, and attract high-quality and technical talents suitable for rural development as soon as possible to make up for the shortcoming of talent shortage and loss. Second, stay. In addition to financial support, the development of new-quality productivity provides technical support for talents and solves the work or entrepreneurship problems of talents, such as financial credit and scientific and technological services. Solve the living problems of talents with policy and guarantee support, and truly retain promising young people in the countryside and contribute to the construction of their hometowns. Third, cultivate talents. Through the assistance of new-quality productivity, implement methods such as “government-enterprise joint training and school-enterprise cooperation” to strengthen vocational education and skill training for potential talents and existing villagers, improve the comprehensive quality and working ability of the population, and make them accurately master the use of intelligent agricultural machinery and modern farming methods, and cultivate a new generation of farmers who truly understand agriculture and love the countryside. (Mao Shipping,

Zhang Chen, 2024)

4.3 Characteristic Countryside: New-Quality Productivity Helps Optimize Rural Industrial Structure

Industrial revitalization is the leading link in rural revitalization and also the basic link to achieve farmers's income increase, rural development, and rural prosperity. It is the prerequisite and guarantee for solving all problems in rural construction. Compared with the traditional industrial structure adjustment, rural revitalization under new-quality productivity does not blindly abandon traditional industries. The key lies in scientific and technological innovation and industrial integration, promoting the development of localized rural industries in the direction of high-end , intelligent, and sustainable, thereby enhancing the competitiveness and added value of rural industries and achieving the effect of optimizing rural industrial structure. (Ma Xiaohe, Yang Xiangxue, 2024)

On the one hand, develop smart agriculture. The injection of new-quality productivity provides intelligent decision-making and technical support for agricultural production. For example, the application of cloud computing systems in agricultural policy formulation, the application of Internet of Things technology in farmland environment and crop growth monitoring, and the application of drone sowing and intelligent agricultural machinery equipment in agricultural production can all greatly improve farmland yield and production efficiency, and then optimize the allocation of agricultural production resources and reduce production costs. Use the strategy of agricultural scientific and technological progress and industrial upgrading to create a number of modern agricultural demonstration areas with distinct characteristics and remarkable benefits. On the other hand, develop characteristic agriculture. Rural areas can rely on their own agricultural resource advantages and traditional industrial foundations, further develop emerging cultural and creative industries such as rural tourism and leisure agriculture through technology penetration and institutional innovation, such as cultural towns, picking paradises, and characteristic villages. Deeply combine the cultural industry with the traditional industry, which not only ensures the basic position of traditional agriculture but also is conducive to the feedback development of emerging industries, forming one or more complete industrial chains, and truly achieving “developing new-quality productivity according to local conditions.” In addition, new sales models such as e-commerce and live streaming with goods can be used to expand the sales channels of agricultural products and create a distinctive rural brand image.

4.4 Ecological Countryside: New-Quality Productivity Helps Rural Environment Green Development

General Secretary Xi Jinping pointed out: “Green development is the background color of high-quality development. New-quality productivity itself is green productivity.” (Xi Jinping, 2022) In a sense, a good ecological environment is one of the prerequisites for the steady implementation of the rural revitalization strategy. At this stage, the most fundamental method to promote the construction of rural ecological civilization is to inject new-quality productivity into it, firmly establish and practice the scientific concept of “lucid waters and lush mountains are invaluable assets”, and achieve high-quality development in multiple fields including the environment. (Wang Jue, Wang Rongji, 2024).

The assistance of rural new-quality productivity in ecology is roughly divided into two levels: The first stage is to adhere to the progressive concept of ecological priority and green development, and use the technologies and tools generated by new-quality productivity to tackle technical problems related to circular and green development involved in the construction of beautiful countryside. Further strictly control the industrial access threshold and pay attention to the protection and supervision of rural ecological environment. (Yang Ying, 2024) For example, use the biomass high-efficiency green circulation technology relying on the principle of microbial degradation to carry out high-efficiency and pollution-free treatment of livestock and poultry manure

and crop straw. Another example is to reduce the use of chemical fertilizers and pesticides on the premise of enhancing the pest resistance of crops by promoting organic agriculture, ecological agriculture and functional agriculture models, and achieve increased production and sustainable development of agriculture; the second stage is to help develop characteristic industries such as ecological agriculture and ecological tourism with new-quality productivity on the basis of protecting the environment, focus on cultivating green and low-carbon industries and environmentally friendly supply chain economy, and promote the construction of rural ecological civilization, so as to achieve the win-win goal of economic growth and environmental improvement.

In short, using new-quality productivity to help rural revitalization is a complex and systematic process that requires the successive leaps and optimized combinations of the three elements of productivity. It involves high-quality development in multiple aspects, such as modernization of infrastructure, specialization of talent cultivation, diversification of agricultural industry, and greening of ecological environment. Therefore, we must bravely stand in the blue ocean of new-quality productivity and unswervingly promote scientific and technological innovation and practical application. Empower agricultural development and rural construction with new technologies and concepts, and jointly write the next new chapter witnessing China's rural revitalization.

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