

Exploration and Practical Research on the Path of Rural Revitalization Driven by New Quality Productivity

Heyun Xu

Zhejiang Ocean University, Zhoushan 316022, Zhejiang, China

Abstract: *Implementing the rural revitalization strategy is an important foundation for building a modern economic system. New quality productivity, as an advanced form of productivity characterized by high technology, high efficiency, and high quality, has extraordinary significance in driving rural revitalization, mainly reflected in multiple dimensions such as economy, society, ecology, and culture. This article focuses on how new quality productivity drives rural revitalization, explores the challenges faced by current rural revitalization, and proposes practical paths such as strengthening digital infrastructure construction, enhancing talent support, and expanding financing channels to promote rural industrial upgrading and common prosperity for farmers.*

Keywords: New quality productivity, Rural revitalization High quality development.

1. Problem Posing and Literature Review

The importance of new quality productivity as a new driving force for promoting economic and social development is increasingly prominent. In July 2023, General Secretary Xi Jinping first proposed the forward-looking and important concept of “new quality productivity” during his local inspection. In September of the same year, at the symposium on promoting the comprehensive revitalization of Northeast China in the new era, General Secretary Xi Jinping further emphasized the need to actively cultivate strategic emerging industries such as new energy, new materials, advanced manufacturing, and electronic information, actively cultivate future industries, accelerate the formation of new quality productive forces, and enhance new driving forces for development [1]. Entering 2024, during the 11th collective study session of the Central Political Bureau held in January, General Secretary Xi Jinping provided a more in-depth and scientific explanation of the connotation of “new quality productive forces”. Specifically, the “new” of new quality productivity lies in technological breakthroughs and innovation. We must use technological innovation as a powerful driving force to continuously stimulate and shape new quality productivity, ensuring that innovation plays a crucial role in the comprehensive revitalization of the industry. In addition, the effective transformation of technological achievements has become a key link in developing new quality productivity, which will help emerging industries and cutting-edge technologies become new engines leading future economic growth. The “quality” of new quality productivity is reflected in the optimization and upgrading of industrial structure and the improvement of quality. It is driving China’s industries towards a higher level of development, triggering comprehensive and profound changes, becoming an important driving force for the vigorous development of emerging industries, and providing an indispensable driving force for the high value-added transformation of the service industry.

At the same time, the proposal of the rural revitalization strategy is an important component of achieving the comprehensive construction of a socialist modernized country. The report of the 19th National Congress of the Communist

Party of China clearly pointed out that “implementing the strategy of rural revitalization, the issue of agriculture, rural areas, and farmers is a fundamental issue related to the national economy and people’s livelihood [2]. Subsequently, the report of the 20th National Congress of the Communist Party of China once again emphasized the need to comprehensively promote rural revitalization. Against the backdrop of rapid global economic development, how to effectively integrate new quality productivity and promote rural revitalization has become a focus of attention for governments and academia around the world.

At present, the academic research on new quality productivity is in its infancy, mainly focusing on its connotation characteristics and implementation path. In terms of connotation characteristics, new quality productivity represents the latest form of advanced productivity, breaking away from the traditional economic growth mode [3]. Featuring high-tech, high-efficiency, and high-quality characteristics, it places greater emphasis on the comprehensive role of emerging elements such as knowledge, innovation, information networks, and ecological protection [4]. On the implementation path, the new quality productivity is mainly manifested in accelerating the development of strategic emerging industries and future industries, and developing into agricultural new quality productivity by releasing data information elements [5] Digital New Quality Productivity [6], To promote the high-quality development of agriculture, rural areas, and even the entire society. Every qualitative change in productivity will bring profound transformations to the production relations, economic foundation, and superstructure in human society [7]. Rural revitalization, as an important component of national strategy, has attracted considerable attention to the issues and development in its process. Rural revitalization has a shallow degree of integration of rural industries [8]. Insufficient innovation capability in agricultural technology [9]. The effect of enriching the people is limited [10]. Difficulties such as poor circulation of data elements [11]. Therefore, some scholars suggest that in order to promote the development of rural industries, the process of rural infrastructure construction should be accelerated [12]. Deepen technology research and

development and promote its practical application [13], Building a rural industrial ecosystem [14], Simultaneously enhance government support [15]. Through these measures, technology is used as a driving force to lead rural areas to achieve high-quality development, thereby helping rural residents achieve the vision of common prosperity faster.

In summary, although rich research results have been accumulated to explain the connotation of new quality productivity and rural revitalization, most of these studies remain at the macro level of theoretical exploration, lacking in-depth analysis of how new quality productivity specifically affects rural revitalization practice. In view of this, the purpose of this topic is to fill this research gap by focusing on the deep integration model of new quality productivity and rural revitalization, exploring its specific application path in promoting rural industrial upgrading, promoting common prosperity of farmers, and providing reference strategy support and practical guidance for the implementation of rural revitalization strategies.

2. The Value Significance of New Quality Productivity Driving Rural Revitalization

2.1 Economic Value

The report of the 19th National Congress of the Communist Party of China emphasizes that promoting high-quality economic development is the core goal of current and future development. Driving rural revitalization with new quality productivity can promote the healthy and sustainable development of China's economy. New quality productivity promotes the development of agricultural production towards scale, standardization, and intelligence by introducing new technologies, equipment, and models. This transformation can not only improve agricultural production efficiency and shorten crop growth cycles, but also ensure the improvement of agricultural product quality and steady increase in yield through precision agriculture technology, laying a solid foundation for the rapid growth of rural economy. It is worth mentioning that the application of new quality productivity has promoted the rise and popularization of e-commerce platforms, which can open up broad market channels for agricultural products. The e-commerce sales model directly connects high-quality agricultural products from rural areas with urban consumers. This "field to table" direct sales model not only shortens the supply chain and reduces logistics costs, but also allows farmers to share more value added, effectively improving the overall efficiency of rural economy. Furthermore, the introduction of new quality productivity will also promote the extension and upgrading of the agricultural industry chain, from planting and breeding to processing and packaging, to brand marketing and logistics distribution. Each link will incorporate more technological elements and innovative thinking, greatly increasing the added value of agriculture and injecting new growth points into the rural economy. At the same time, new quality productivity will help promote the integrated development of rural primary, secondary, and tertiary industries, form industrial linkage effects, and further enhance the overall competitiveness of rural economy.

2.2 Social Value

The introduction of new quality productivity has laid a hopeful path for the comprehensive development of rural society on the basis of profoundly transforming the traditional agricultural production mode. This change not only touches upon the essence of production methods, but also brings substantial changes and improvements to rural areas in multiple aspects. Firstly, the widespread penetration and application of new quality productivity in rural areas will greatly improve the quality of life and working conditions of farmers. The application of efficient agricultural technologies, such as intelligent irrigation systems and precision agriculture techniques, not only improves crop yield and quality, but also reduces farmers' labor intensity, making agricultural production more efficient and environmentally friendly. These positive changes have prompted more professionals with professional skills and innovative thinking to return to rural areas and participate in the process of rural revitalization. Secondly, new quality productivity can promote the improvement of rural infrastructure and public services. With the continuous advancement of technology, the infrastructure such as transportation, water conservancy, and information networks in rural areas can be strengthened, and public service resources such as education, healthcare, and culture will become increasingly abundant, thereby enhancing the modernization level of rural governance. These improvements not only provide farmers with a more convenient and comfortable living environment, but also effectively reduce the urban-rural development gap, thus laying the foundation for achieving coordinated development between urban and rural areas. Finally, new quality productivity plays an irreplaceable role in promoting the construction of rural talent teams. Through training and education, new professional farmers are able to master advanced agricultural knowledge and skills, and their comprehensive quality and innovation ability are significantly improved. These farmers with modern agricultural production concepts and technological capabilities have become the backbone of sustainable rural development, providing solid talent support for the long-term development of rural economy and society.

2.3 Ecological and Cultural Values

New quality productivity itself is green productivity [16]. New quality productivity is an advanced productivity that conforms to the new development concept, emphasizing green, low-carbon, and sustainable development methods. In the process of rural revitalization, on the one hand, emerging industries such as information technology, biotechnology, and new material technology, which embody the requirements of new quality productivity, all have characteristics such as energy conservation, environmental protection, and efficient utilization of resources [17]. It will help promote agriculture towards a greener development path and strengthen the protection of the ecological environment, thereby achieving a win-win situation of economic and ecological benefits. On the other hand, the new quality productivity will inject new vitality into the development of rural cultural industries. By deeply exploring and inheriting local culture, developing a series of characteristic industries such as rural tourism, and further promoting the innovation and development of

traditional culture, the connotation and form of rural culture will become more rich and colorful in the future. This will not only greatly enhance the cultural confidence of farmers, but also significantly improve the cultural literacy and overall image of rural society, laying a solid foundation for the comprehensive development of rural areas in the future.

3. The Realistic Challenge of Rural Revitalization Driven by New Quality Productivity

3.1 Inadequate Digital Infrastructure

When discussing the challenges faced by rural revitalization, the inadequate digital infrastructure has become a key issue that urgently needs to be addressed. The lag in technological development in rural areas is mainly due to unstable power supply, limited transportation networks, and outdated communication infrastructure. Insufficient electricity affects the normal operation of agricultural equipment and the promotion of intelligent technologies, such as intelligent irrigation and drone crop protection; The inconvenience of transportation makes it difficult for advanced technology and services to benefit rural areas, affecting the transportation and sales of agricultural products, restricting exchanges and cooperation, and exacerbating the loss of talent and resources; The backward communication infrastructure hinders the rapid dissemination and sharing of information. According to the 53rd Statistical Report on China's Internet Development, as of December 2023, the Internet penetration rate in rural areas in China will be 66.5% [18]. Although there has been an increase compared to the previous year, there is still a significant gap between rural areas and urban areas, which leads to the connection between rural areas and the outside world and the acquisition and utilization of information. These problems not only constrain the technological development of rural areas, but also seriously hinder the effective promotion of new quality productivity, affecting economic growth and the optimization and upgrading of industrial structure.

3.2 Talent Loss and Structural Imbalance

Human capital is the core engine of rural revitalization, but rural areas face severe challenges such as imbalanced talent structure and knowledge loss, which restrict the pace of economic development and overall revitalization. On the one hand, the aging of rural labor force is intensifying, and young labor force is flowing out in pursuit of better urban employment opportunities, leading to a shortage of labor supply and a lack of youthful vitality and innovation. On the other hand, urbanization has attracted high-quality and highly skilled talents, exacerbating the shortage of professional talents in the fields of knowledge, technology, and innovation in rural areas, further slowing down the development of rural economy. Although the government has introduced multiple talent development policies, such as strengthening rural education, skill training, and encouraging college students to return to their hometowns for entrepreneurship, the effectiveness still needs to be improved. The implementation faces difficulties such as funding shortages and outdated infrastructure, and more attention needs to be paid to the actual effectiveness and sustainability of the policies to avoid

formalism and resource waste.

3.3 Capital Scarcity and Financing Barriers

In the process of rural revitalization driven by new quality productivity, insufficient social capital and financing difficulties have become practical difficulties that constrain sustainable economic development and effective allocation of new productivity. On the one hand, due to the uncertainty of economic development expectations, investment environment, and the long-standing urban-rural dual economic structure, external investors often hold a conservative attitude and tend to invest funds in cities with higher certainty and return rates, rather than rural areas, which makes it difficult to effectively gather the funds needed for rural economic development. On the other hand, the imperfect rural financial system is also an important reason for the difficulty in financing. According to the "2023 Financial Institution Loan Investment Statistics Report", the balance of production and operation loans for farmers at the end of 2023 was 9.24 trillion yuan. However, compared with the balance of 29.4 trillion yuan in inclusive small and micro loans in the field of inclusive finance, this figure is nearly 20 trillion yuan less. Therefore, the distribution of financial institutions in rural areas is relatively small, and their service capabilities are limited. In addition, the relatively lagging credit system construction makes it difficult for rural enterprises and farmers to seek financial services such as loans, further increasing the difficulty and cost of financing.

4. The Path Selection of Rural Revitalization Driven by New Quality Productivity

4.1 Strengthen the Construction of Digital Infrastructure and Promote the Application of Smart Agriculture

In response to the challenge of weak digital infrastructure in rural areas, it is urgent to prioritize the strengthening of digital infrastructure construction in rural areas and consolidate the foundation of digital agriculture. Specifically, government departments should actively explore the integration of digital rural construction into information technology planning and key projects for rural revitalization, improve supporting policies, significantly enhance the level of rural network facilities, and fully implement the project of information entering villages and households. At the same time, we need to accelerate the digital and intelligent transformation of rural water conservancy, highways, electricity, agricultural production and processing infrastructure, with a focus on strengthening the construction of smart agriculture and smart logistics. By leveraging technological advantages such as the Internet of Things, big data, remote sensing, geographic information systems (GIS), and artificial intelligence (AI), we vigorously promote the integration of smart technology and modern agriculture, achieving intelligent decision-making, remote evaluation, and refined management, thereby significantly improving the total factor productivity of agriculture. More importantly, the integration of digital infrastructure will greatly promote the green transformation of rural agriculture, provide strong support for environmental protection and resource conservation, and ensure the protection of our green mountains and precious resources while promoting the modernization of agriculture.

4.2 Strengthen Talent Support and Optimize Talent Structure

In the face of talent loss and structural imbalance, we should adhere to the concept of “talent is the first resource” and adopt multiple measures to attract and retain talent. Firstly, it is necessary to improve the platform resources, marketing channels, financial credit and other policy support for farmers’ cooperatives and family farms, and effectively enhance their technical and operational management levels. Secondly, we should strengthen the training of rural informatization talents, implement the “Internet plus Small Farmers” plan, and provide online training services for farmers, especially new professional farmers, through government, enterprises and other subjects. As the main force of modern agriculture, new professional farmers’ growth and development play a vital role in promoting agricultural modernization and realizing rural informatization. Through this series of training, it will help new professional farmers become versatile talents who understand both agricultural technology and digital application, injecting new vitality into the transformation and upgrading of rural economy and sustainable development. At the same time, it is necessary to create an atmosphere of respecting, loving, and honoring talents, actively implement talent policies and benefits, clarify the priority use and evaluation of cadres and talents in the rural revitalization battlefield, and attract more talents to participate in the rural revitalization cause. In addition, it is necessary to establish cooperation with universities and research institutions through the development of talent introduction and training plans, hire experts and scholars to participate in guiding agricultural, rural tourism, enterprise technological innovation and other work, and achieve greater intellectual support on a larger scale.

4.3 Expand Financing Channels and Integrate Resource Elements

Faced with the dual challenges of scarce resources and difficult financing, we should take multiple measures to broaden financing channels and integrate resource elements. On the one hand, it is necessary to establish a sound and comprehensive agricultural financial system to meet the funding and loan needs of various agricultural entities. To this end, a series of policy support and fiscal subsidies should be implemented to encourage financial institutions to further increase their investment in rural development and inject a continuous stream of financial vitality into agricultural development. On the other hand, it is necessary to have the courage to innovate investment and financing mechanisms, actively explore new models such as government social capital cooperation (PPP), and attract social capital to actively participate in the great cause of rural revitalization in more flexible and diverse ways. In addition, we should also focus on the development needs of new quality productivity in agriculture, and strive to break down barriers between the industrial chain, innovation chain, capital chain, talent chain, and education chain, promote the deep integration and development of agriculture, industry, and service industries, and form a new pattern of complementary advantages and coordinated progress.

References

- [1] Grasp firmly the important mission of Northeast China and strive to write a new chapter in the comprehensive revitalization of Northeast China [N]. People’s Daily, 2023-9-10(1).
- [2] Opinions of the Central Committee of the Communist Party of China and the State Council on Implementing the Rural Revitalization Strategy [N]. Xinhua News Agency, 2018-02-04.
- [3] Pei Shuli The Inner Logic and Practical Path of Empowering Rural Industrial Revitalization with New Quality Productivity [N]. Shanxi Science and Technology News, 2024-08-19(A07).
- [4] Luo Hongyan, Zhang Jiaoyu Empowering the Modern Industrial System with New Quality Productivity: Internal Logic and Practical Path [J]. Financial and Accounting Research, 2024, (09): 29-38.
- [5] Lin Qingning, Li Jingdong, Mao Shiping Theoretical Logic, Chinese Practice, and Key Focus on the Formation of Agricultural New Quality Productivity [J/OL]. Journal of Northwest A&F University (Social Sciences Edition), 1-11 [2024-10-09].
- [6] Zeng Xiangming, Zhang Xinlong Research on the Cultivation of Digital Skills for New Vocational Farmers from the Perspective of New Quality Productivity [J/OL]. Frontiers, 1-8 [2024-10-09].
- [7] Zhou Shaodong, Hu Huajie Political Economy Research on Promoting Innovative Development with New Quality Productivity [J]. Journal of Xinjiang Normal University (Philosophy and Social Sciences Edition), 2024, 45(05): 26-35.
- [8] Qingping, Wang Jingbin, Cai Weiwei Several thoughts on the revitalization of rural industries in the construction of a strong agricultural country [J]. Economic landscape, 2023, (09): 21-28.
- [9] Gao Ming, Zhou Ziming The theoretical logic, practical foundation, and action path of empowering rural industrial development through the experience of the “Ten Million Project”. Journal of Nanjing Agricultural University (Social Sciences Edition), 2024, 24(02): 1-15.
- [10] Wang Ruifeng Evolutionary characteristics, key issues, and breakthrough directions of high-quality development of rural industries [J]. Economist, 2024, (02): 120-128.
- [11] Zhai Bo, Li Xianyan The logical path and countermeasures of empowering high-quality development of rural industries with new quality productivity. Contemporary rural finance and economics, 2024, (10): 19-22.
- [12] Deng Minhui, Xue Jingjing Research on the High Quality Development Path of Rural E-commerce under the Background of Rural Revitalization [J]. Border Economy and Culture, 2024, (09): 38-41.
- [13] Hou Guangwen, Pang Hongmei, He Xin The realistic challenges and practical paths of empowering high-quality agricultural development with new quality productivity. Contemporary rural finance and economics, 2024, (10): 23-27.
- [14] Zhang Zhimei The realistic dilemma, mechanism and countermeasures of high-quality development of rural industries [J]. Agricultural economy, 2024, (09): 26-28.
- [15] Zhang Feiyan Exploring the Path of Industrial Revitalization under the Background of Rural

- Revitalization [J]. Smart Agriculture Guide, 2024, 4(18): 91-94.
- [16] Accelerating the development of new quality productive forces and solidly promoting high-quality development [N]. People's Daily,2024-02-02(001).
- [17] Wei Kunxiang, Guan Xin The Mechanism and Policy Suggestions of Promoting Rural Revitalization with New Quality Productivity [J/OL]. Research on Rural Revitalization in Anhui Province,1-9[2024-10-09].
- [18] China Internet Network Information Center The 53rd Statistical Report on Internet Development in China[R/OL].2024-03-22.<https://www.cnnic.cn/n4/2024/0322/c88-10964.html>