

Research on Optimization Path of Agricultural Economic Management Based on Rural Revitalization Strategy

Mengchen Wang

Anhui University of Finance and Economics, Bengbu, 233000, China

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Abstract: The rural revitalization strategy has achieved phased success, under its background, the implementation of agricultural economic management needs effective support, in order to reduce the urban-rural gap, in order to better promote the development of agricultural economy, agricultural economic management should be optimized. This paper discusses the importance of optimizing the path of agricultural economic management, analyzes the existing problems of agricultural economic management at the present stage, and proposes the corresponding optimization of the path of agricultural economic management, promoting the effective development of agricultural economy in rural areas.

1. Introduction

With the improvement of economic development level in China, rural revitalization has made great progress and achievements, which are mainly manifested in the gradual increase of grain production capacity, overall victory in the battle against poverty, and marked improvement of rural areas. However, at present, there are still a large part of the gap between urban and rural areas is too large, resulting in the development of rural areas and agricultural production of the important role does not match. In addition, due to the impact of the epidemic in the past two years, many agricultural and sideline products produced in rural areas cannot be sold, and proper channels cannot be found. The construction of rural mechanisms is not perfect, and the Internet technology has not really penetrated into the market. Many agricultural products can only be sold unsalable or at a low price, and the economic income of farmers cannot be improved. Not conducive to our country realizes the sustainable development strategy and the construction of socialism harmonious society. Therefore, the government should actively promote the development and innovation of agricultural economic management, so that the rural economic management can bring better results, and provide an important guarantee for the social and economic development of rural areas [1].

2. The Importance of Optimizing Agricultural Economic Management Path

2.1. Realize the Sustainable Development of Agricultural Economy

Under the background of rural revitalization strategy, the development of agriculture should be close to green ecology. In view of the work of economic development and ecological construction,

China points out that "clear water and green mountains are gold and silver mountains", optimizing the work of agricultural economic management can pay more attention to the construction of ecological environment in rural areas. By realizing the integrated development of rural cultural and tourism industry and setting up rural ecological scenic spots, it can further lay a strong foundation for the sustainable development of agricultural economy [2].

2.2. It is Helpful to Provide Scientific Guidance for the Development of Modern Agriculture

With the development and construction process of urbanization getting faster and faster, many young people are unwilling to engage in rural agriculture, and more of them go to cities to choose employment opportunities. Therefore, in many rural areas, it is basically the elderly who do farming. Because the cultural level of farmers is generally not high, they have not received systematic training and guidance in the process of agricultural cultivation and production, and only rely on the experience and methods of the older generation for cultivation, which has a certain impact on the production and development of agriculture. In the absence of professional talents and professional teams, farmers are prone to problems in market research and agricultural product price information prediction, which has a negative impact on the development of agriculture. By optimizing the path of agricultural economic management, farmers can get more technical support, and by hiring professional talents or experts for certain guidance and training, to teach them professional knowledge of agricultural production level, change the traditional concept of agricultural production, vigorously realize the economic benefits of agricultural production [3-4].

2.3. Conducive to Clearing the Obstacles to the Development of Agricultural Economy

Under the background of the current rural revitalization of the development, countries are compared, the government attaches great importance to the agricultural economic management, though, than in the past farmers' economic income and local facilities have improved and improve, but in some parts of the gap between urban and rural economy is big, people's ideological level, life quality is not high, traffic development, infrastructure construction is not perfect, Lack of productivity, farmers can't sell the best produce and so on. These problems are not in line with the development of rural revitalization. In addition, China's complex and varied terrain, climate, some rural areas is not suitable for agricultural production, plus some rural agricultural administrative department of the local agricultural production does not pay attention to, reduce rural agricultural land acreage, lead to gradually reduce the farmers' economic income, these will directly affect the sustainable development of rural agriculture. If the overall planning and management of the land in rural areas can make the rural land resources use rationally effectively, thus improving the comprehensive utilization rate of rural land and promoting the economic development of rural agriculture. In the scientific protection of rural ecological environment at the same time, for the development of agricultural economy to provide sufficient power [5-6].

3. The Problems Existing in Agricultural Economic Management

3.1. Incomplete Infrastructure Construction

Compared with the urban areas, there is a lag in the development of rural areas, rural areas have a great gap in economy, transportation, infrastructure, or culture, society and science and technology. Although in recent years, countries and governments pay more attention to the development of agricultural production, the implementation of the "San Nong" problems, money for improving the rural infrastructure construction, but there are still part of the rural infrastructure construction level is

quite backward, because the bumpy road, lead to can't effective infrastructure construction, hindered the development of agricultural economy. There are also some local financial level is very general, unable to improve the rural infrastructure favorable economic support, not only can not meet the current sustainable development of social economy, but also cause the decline of farmers' economic income level.

3.2. Agricultural Economic Management Personnel lack

Agricultural economic management talents play an important role in rural revitalization and development. However, at the present stage, the county-level and village-level governments do not pay attention to agricultural economic management personnel, many agricultural economic management personnel have not received professional and systematic training, they do not know the characteristics of rural economic development and existing problems. And the gap between urban and rural areas of regions and cities, many young people choose to go to the city looking for jobs, leading to rural industry production mostly the elderly, have received professional education and training of personnel is scrambling to find their place in large cities, there are few professional talents to the countryside to do farm work, committed to the development of the rural revitalization It further aggravated the lack of agricultural economic management personnel in rural areas.

3.3. Backward Agricultural Economic Management System

The agricultural economic management system can guide the construction and development of agricultural economy to a great extent. However, the agricultural economic management system in most rural areas is backward and cannot be applied to the development of modern agricultural economy, which has a negative impact on the development of agricultural economy. First of all, most of the leading rural cadres were born in the local area. They may have a general understanding of the local agricultural economy, but they do not have enough professional knowledge to lead the rural areas to become rich with the modern agricultural economic management system. Second, most of the farmers' cultural level is low, they can't quickly to accept new things, new methods, they are accustomed to the traditional mode of agricultural production, and at that time can not accept the modern new way of agricultural production, can't keep pace with The Times, weaken the agricultural economic construction of rural development positive role, which limits the development of rural economy [5].

3.4. Agricultural Production Mode is Insufficient

Agricultural production is the foundation of rural economic development. Only by ensuring the smooth development of agricultural production links can we ensure the maximization of agricultural economic benefits. At present, most of the rural areas of our country are short of scientific management mode, most people do not have a clear concept of planting types and scope, are the flow, economic benefits depend on crop harvest, if the natural disaster may result in farmers do not receive the whole year. Moreover, the knowledge reserve of rural managers is relatively shallow, so they cannot use professional theoretical knowledge to guide farmers in production and planting. Agricultural production activities are still carried out by individuals or small teams, and the lack of unified management and construction leads to the unstable development of agricultural economy, and it is difficult to coordinate the distribution and unified guidance of resources [5].

3.5. The Degree of Agricultural Management Informationization is Low

With the advent of the Internet era and the popularization of electronic information technology, the use of information technology in the process of agricultural production can greatly improve the production efficiency and establish their own product brand and value through a faster way online, so as to better solve the problem of unmarketable agricultural products. But because most of the rural informatization level is relatively backward, the network, many farmers cannot surf the Internet for information search and integrated, by not using a lot of electronic products, electric can't touch, dealer sales network and live in the age of the Internet can't correct the use of electronic products, using the new mode of production and sales, It is difficult to make a qualitative improvement in the economic efficiency of agricultural areas.

4. Optimize the Path of Agricultural Economic Management

4.1. Strengthen Infrastructure Construction in Rural Areas

Perfect infrastructure is the prerequisite of development of agricultural production, therefore, the government at the county level, rural cadres should fully realize the importance of good infrastructure for the farmers, strengthening guidance of various system, explore the lack of rural infrastructure, and the corresponding increase in rural areas the construction of facilities, increase the manpower and material resources and financial resources, The introduction of advanced agricultural production facilities, agricultural production facilities to optimize. We will increase investment in modern agricultural production facilities and strive to help the development of agricultural productivity in rural areas.

4.2. Strengthen the Attraction of Talent

At the present stage, most rural areas are lack of agricultural economic management personnel, and the construction and development of rural economy cannot be separated from the guidance and coordination of agricultural economic management personnel. The shortage of rural economic management talents seriously limits the local economic activities and the development of social and economic construction. Therefore, in order to promote the development of the local economy, it is necessary to strengthen the attraction of talents.

First of all, local agricultural enterprises and rural governments can conduct "school-enterprise" cooperation with local colleges and universities to provide professional and systematic guidance and training for students and cultivate a batch of thoughtful and technical talents of the new era. Enterprises can provide agricultural production practice for college students, assist colleges and universities to carry out practical education for students, train agricultural economic management talents, promote the information construction of agricultural enterprises, improve the added value of agricultural products, and then the income level of farmers will be improved. The local government can also issue welfare policies to attract local college students to participate in local development and promote the construction of local economic activities.

Secondly, it can also use the power of the network to publicize local rural revitalization policies, recruit talents and wealth, promote the development of rural economic structure, and promote social and economic construction.

4.3. Actively Promote New Models of Agricultural Economic Management

Optimizing the management mode of local agricultural economy can promote the development of

local agricultural economy to a great extent. In order to better realize rural revitalization and farmers' prosperity, local governments and rural leaders can change the traditional concept of agricultural development, keep pace with The Times, integrate the modern traditional concept with local rural cultural characteristics and agricultural products, and slowly explore the system and concept of agricultural development in the new countryside. In view of the existing problems in the agricultural production process, relevant departments can implement specialized farmers' cooperatives, and form a multi-subject cooperative production mode based on leading enterprises or large farmers, so as to expand the scale of agricultural production and increase farmers' economic income. Many rural areas are rich in biological resources, which can build an agricultural production mode combining agriculture and animal husbandry, promote the optimal allocation of resources, and also provide employment options and opportunities for them. In addition, it can energetically spread the traditional culture of the countryside, build a tourism village, and realize the double improvement of economy and ecology.

4.4. Promote Market-Oriented Development of the Agricultural Economy

During the present stage of development, the level of marketization development in most rural areas is not high. Therefore, it is necessary to plan agricultural market reasonably based on the local agricultural economic development and expand the development path and scale of agricultural market. Local government departments should give play to their guiding role, control and optimize various resources, and create broader space for agricultural development. In addition, relevant departments should formulate a perfect marketization mechanism and formulate corresponding policies and measures in view of the current agricultural economic situation.

4.5. Raise the Level of Information Technology in Agricultural Economic Management

In the Internet era, information technology can provide strong support for agricultural production. Local leading technology enterprises and local governments can provide various information technology equipment for their rural areas, which can realize the unification and sorting of agricultural data, and provide certain theoretical basis and data prediction for farmers' agricultural production market. More "Internet +" training activities can also be carried out to assist farmers to learn relevant online equipment. Through the "online + offline" sales model, sales channels of featured agricultural products can be expanded, brand value of featured agricultural products can be created, economic benefits of farmers can be improved, and local agricultural economic development can be promoted.

5. Conclusion

In the background of rural revitalization, the level of agricultural economic management is its foundation and foundation, in order to better solve the "three rural" problems, and can better promote the harmony and development of rural areas. Therefore, to solve a series of problems of the agricultural economic management and related management department should recognize the problem and improve the agricultural economic management system, and improve the agricultural science and technology innovation, use of modern agricultural economy management system, develop the new professional farmers, guide the diversified development of agriculture, agriculture industrial upgrading, Lay the foundation for promoting the innovation and perfection of agricultural economic management.

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