

# *A Semi-study on the Development Path of New Rural Collective Economy in Fengyang County, Anhui Province from the Perspective of Rural Revitalization*

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**Abstract:** The issues of "agriculture, rural areas and farmers" have always been the focus of our government's policy. In the context of rural revitalization, the development of a new rural collective economy has become the key to revitalizing "agriculture, rural areas and farmers". The rural collective economy is a unique economic model in socialist countries, and it is also a practical product of my country's continuous innovation based on Marxism at this stage. With the proposal of the rural revitalization strategy, various localities have actively carried out the construction of rural collective economies based on the actual conditions of rural areas, and in the development process, a fixed development path has gradually been formed. Through the development of the new rural collective economy, the social and economic development level of Fengyang County, Anhui Province has been significantly improved. Based on the research on the development status of the new rural collective economy in Fengyang County, the deficiencies of the county in the development of the new rural collective economy are analyzed, and propose corresponding optimization strategies.

## **1. Introduction**

The report of the 20th National Congress of the Communist Party of China pointed out that the most arduous and arduous tasks in building a modern socialist country in an all-round way still lie in rural areas. The rural revitalization strategy is an important policy for my country to systematically promote social development in rural areas. In essence, it requires rural areas to form a complete industrial chain system and build a complete economic ecology, thereby gradually changing the phenomenon of rural areas relying solely on agricultural development. Help rural areas gradually achieve rapid transformation[1]. Against this background, it is an inevitable requirement for my country's social development to strengthen the revitalization of industries in rural areas, promote the development of rural collective economies, and re-give more development vitality to rural areas.

Fengyang County is located on the dividing line between north and south of China, between the Yangtze River and the Huaihe River, in the northeast of Anhui Province and on the south bank of the middle reaches of the Huaihe River[2]. It is one of the eight counties and cities under the

jurisdiction of Chuzhou City. Xiaogang Village within the county is the birthplace of China's rural reform. Through field research, this article analyzes the current situation of Fengyang County's development and expansion of rural collective economy from the perspective of rural revitalization, and further explores how to develop village-level collective economy with high quality.

## **2. Current status of new rural collective economy development in Fengyang County**

Fengyang County is located at the junction of Chuzhou, Huainan and Bengbu cities. It has jurisdiction over 15 towns, 2 streets, 1 provincial economic development zone, and 212 administrative villages (rural communities). The land area is 1949.5 square kilometers, and the overall layout is "two mountains, one water and seven fields". In 2021, the county's 212 rural (community) collective economic income was 65.4987 million yuan, a year-on-year increase of 20.41%. There are 150 villages in the county with collective economic income of 100,000 to 300,000 yuan, 19 villages with 300,000 to 500,000 yuan, and 43 villages with more than 500,000 yuan; the proportion of economically strong villages with more than 500,000 yuan is 20.28% [3].

Fengyang County focuses on the goal of industrial prosperity and implements the "Hundreds and Thousands" program to support and strengthen the collective economy Project, establish and improve the working mechanism for county-level leaders to take the lead in contacting and assisting villages with key tasks of rural revitalization and villages with weak collective economy. In addition to adhering to the general development model adopted by the majority of rural areas in my country, some innovative models have also been tried, including the following aspect:

### **2.1. The industry-driven model identifies a dominant industry**

Establishes a development leader, and then uses this as a basis to drive the development of surrounding industries, thereby gradually forming a stable industrial ecosystem. Mamiao Village, Zongpu Town, combines the advantages of characteristic forests and fruits to develop large-scale production and operation. It has successively built fruit and vegetable bases, fruit cold storages, fruit and vegetable base supporting storage projects, and recycling and recycling projects in the village to promote the village collective[4]. The economic income increased by 250,000 yuan and provided stable employment opportunities for 53 villagers. In 2022, the village signed a fishery and photovoltaic complementary power generation project with Datang Fengyang Photovoltaic Power Generation Co., Ltd. It is expected that the village's collective economic revenue will be more than 500,000 yuan per person.

### **2.2. "Building a nest to attract phoenixes" model**

Through continuous optimization of the overall environment, we will attract social funds and various types of talents. On the one hand, Xiaogang Village in Fengyang County launched a pilot project for rural land contract management rights mortgage loans, turning the "red certificate" into a "living asset". It established a Xiaogang Village "Xingnong Loan" risk compensation fund with a total amount of 80 million yuan, and issued 40 households received loans of 4 million yuan; cooperated with Anhui Agricultural Guarantee Company to issue "farming loans", adopting a mortgage-free approach to solve the loan problem of new business entities, and entering villages through finance to activate a pool of spring water for development. On the other hand, Xiaogang Village continues to increase investment in agricultural infrastructure, improve the basic environment for agricultural development, establish a park investment and financing company, promote the integrated development of the village and park, and become a Successfully created the only national agricultural science and technology park named after a village in the country, and

introduced and cultivated a number of leading agricultural industrialization projects such as Anhui Nongken Xiaogang Ecological Agriculture Service Center, Xiaogang Chunguang, Kaisheng Haofeng, Parboiled Rice, and Panpan Food, and healthy food. The prototype of the industrial chain is beginning to emerge. At the same time, Xiaogang Village established a collective economic joint-stock cooperative, which gave villagers the right to share collective assets and distributed dividends to all villagers for five consecutive years, totaling 1.121 million yuan.

### **2.3. Revitalize idle resources mode**

The village collective of Qianying Village in Wudian Town has transferred 43.4 acres of land to farmers, built 30 strawberry planting sheds and supporting shed facilities, and concentrated them on leasing and operating them to outsiders. It can increase the collective income of the village by 70,000 yuan every year and provide employment for more than 20 villagers. At the beginning of 2022, Qianying Village cooperated with Tianchang City Chenqing Craft Factory Company to revitalize the idle Qianying Village Primary School Building in Wudian Town, build a toy processing workshop, and drive 70 villagers to find jobs at home. The village collective is expected to increase its annual income by 50,000 yuan. Fengyang County vigorously promotes straw recycling and processing, builds a standard chemical plant project for straw feed reprocessing, and cooperates with professional cooperatives to improve the comprehensive utilization efficiency of straw, turn waste into treasure, increase the income of wealthy farmers, promote the green development of agriculture, create more than 20 jobs for farmers every year, and realize the annual income increase of collective economy of 187,200 yuan.

## **3. Dilemmas existing in the development of rural collective economy in Fengyang County**

### **3.1. Small industry scale**

At present, although the development of the rural collective economy in Fengyang County has achieved the characteristics of mature industries and reasonable division of labor, there is a phenomenon of small industrial scale. Except for a few villages such as Jinhuai Village in Wudian Town and Jinzhuang Village in Xiaoxihe Town that independently operate physical industries, most towns and villages still mainly operate through photovoltaic power generation, asset resource contracting, and capital-equity enterprise entrustment, lacking "source of living water". Some develop the collective economy through measures such as participating in dividends in human-share cooperatives, or develop the collective economy mainly through poverty alleviation projects such as fruit and vegetable greenhouses and drying rooms. The investment in fixed assets is large but the benefits are small, and the project capital investment is large but the value is added. Less, and the "hematopoietic" ability is weak. For example, in Xiquan Town, the proportion of management service fees in the collective economic income of the village is too high, with poor sustainability and weak driving force. This is undoubtedly extremely detrimental to long-term healthy development.

### **3.2. Investment promotion limitations**

In the process of using social resources, especially in the field of strengthening the full application of social investment promotion theory, Fengyang County has obvious deficiencies. Since the implementation of the "Hundreds and Thousands" project, the central and provincial governments have provided support funds every year to support the development of village-level collective economies. However, there is still a situation of "fragmentation". Some towns and

villages have a tendency to "defend large households" in funding, and a few villages have won. Although they have received strong support from higher-level departments, most villages have not enjoyed the support from higher-level departments. The uneven cold and heat in Fengyang County has affected the development of the village collective economy. Individual township funds have been invested in one go, lacking detailed planning and tracking results, and the support funds have produced little benefit and contributed little to the development of the collective economy, which further highlights the underutilization of local capital in Fengyang County.

### **3.3. Underutilization of resources**

In the process of rural collective economic development, making full use of local rural resources to achieve characteristic economic development is a common operating model in many areas. Fengyang County is no exception. In addition to subjective factors, the development of village collective economy is also restricted by objective factors that cannot be avoided. Some towns and villages are numerous, small and scattered, which is not conducive to resource aggregation and overall planning. For example, Wudian Town has a total of 25 villages, including 8 villages with a population of about 1,000. The large number of villages and small scales not only increase the operating costs of village-level organizations, but also lead to problems such as many hollow villages and high village infrastructure construction costs; Moreover, the collective resources and assets are scarce, and it is difficult to develop the collective economy without relying on the village's own strength and resources.

### **3.4. The contribution rate of tourism is low**

At present, Fengyang County's tourism industry still has obvious shortcomings in its contribution to the local rural collective economy. From the perspective of indirect contribution to modern agriculture, the ability of Fengyang County tourism to drive the turnover of other industries also needs to be improved. In this case, the value of tourism cannot be highlighted. In addition to being closely related to its established development ideas, it is also directly related to the lack of local infrastructure construction. Although the scenic spot actively strives for funding and fully interacts with surrounding villages, there is still a serious shortage of infrastructure.

## **4. Countermeasures for high-quality development of rural collective economy in Fengyang County**

### **4.1. Strengthen policy support and expand industrial scale**

In view of the small industrial scale of Fengyang County in the development process of rural collective economy, in addition to requiring its own development efforts, it also needs to obtain more policy support. Policy support includes two aspects: national macro-policy and local policy: 1. Based on the actual situation of rural industry revitalization, more targeted policy guidance is proposed for the development of rural collective economy. At present, although our country continues to put forward relevant content in terms of legislation, policies and regulations, in terms of specific laws and regulations, there is still a situation where the guidance is not clear enough, which has greatly affected the effective guidance of strengthening the rural collective economy.

Therefore, it is necessary to strengthen legislative constraints at the macro level, strengthen the establishment of the ownership rights of the rural collective economy, and make it clear that the rural collective economy is collectively owned. Although farmers have certain participation rights, they should not have equity. In this way, the equity of the rural collective economy becomes more

concentrated, which has positive value in releasing rural property rights and attracting more social capital to achieve more extensive financing.

#### 4.2. Mobilize social connections and expand investment scope

In view of the current situation that Fengyang County village collectives have limited investment scale in the process of developing collective economy, they should actively mobilize social network resources to expand the scope of investment. In the specific practice process, the following measures should be taken: 1. Sort out the social network resources that they may come into contact with. Make full use of the human resources within the rural areas, sort out the potential investment network resources, and attract them to participate in the investment process, thereby increasing the scale of local investment promotion. 2. Increase your return on investment to attract more potential investors. The insufficient scale of investment promotion in Fengyang County is also related to the fact that the return on investment of local projects is not attractive enough. The local government should appropriately distribute profits on individual projects and provide investors with more promise of returns, so as to attract more social capital.

#### 4.3. Strengthen work incentive guarantees and enhance endogenous motivation

Currently, a key factor affecting the revitalization of rural industries in Fengyang County is the lack of talent. In the future, Fengyang County should focus on strengthening the team of village cadres and cultivating new professional farmers and business entities to take the lead. Agricultural production and management talents such as people, encourage them to join the village "two committees" team, increase the intensity of on-the-job academic education in agriculture-related majors, give full play to the role of selected village officials in fulfilling their responsibilities, and build a group of people who understand development, good governance, and are motivated. A backbone team for rural revitalization with strong officers and high quality.

Fengyang County explores the establishment of an assessment and incentive mechanism to develop and expand the village collective economy, and regards the achievements of collective economic development as an important basis for annual assessment, bonus distribution and evaluation, so as to enhance the enthusiasm of village cadres to develop the village collective economy and stimulate their work motivation. At the same time, we carry out collective economic "challenge competitions" to strengthen learning exchanges and mutual comparisons, promote learning and catching up, and stimulate the vitality of officials. Fengyang County has carried out observation activities to strengthen the village collective economy, and through typical cases and point-to-point demonstrations, it has helped towns and villages to broaden their development ideas, enrich their work experience and enhance their endogenous motivation.

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