



# Study on the Countermeasures of Rural Sustainable Development in Heilongjiang Province Under the Strategy of Rural Revitalization

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**Abstract.** Nowadays, rural economic development is an important part of China's economic development. Therefore, the Ninth National Congress of the Communist Party of China put forward the strategy of Rural Revitalization. In order to improve the development of rural economy in Heilongjiang Province, the government has also promoted and implemented the Rural Revitalization Strategy. However, some problems have arisen in the process of implementation, such as the unreasonable agricultural industrial structure, the imperfect agricultural infrastructure and the difficulty in meeting the needs of rural labor. Based on this, this paper puts forward some specific measures to improve these problems. For example, promoting the optimization and upgrading of industrial structure, strengthening the construction of rural infrastructure, improving the level of agricultural science and technology innovation and attracting and training talents play a role. These measures provide a new plan for the implementation of the rural revitalization strategy.

**Keywords:** Rural Revitalization · rural economic development · industrial structure

## 1 Introduction

With the continuous development of reform and opening-up, the economic structure of our country has undergone profound changes, especially in Heilongjiang, a heavy industrial base in the northeast. In the process of developing industrialization in China, a large number of people from the rural areas pour into the cities to seek for survival, which leads to the slow development of the rural economy. At the same time, the pressure of the urban population increases sharply, which is not conducive to the long-term stability of the country. For those left behind in the countryside people are not willing to engage in agricultural production, which has brought a greater obstacle to China's agricultural modernization.

Under the rural revitalization strategy in Heilongjiang, economic development is closely linked to the level of science, education and culture. To ensure the effective implementation of the rural revitalization strategy, it is necessary to promote the integration of urban and rural areas in cities. In rural areas, the most important thing is to

improve rural infrastructure construction and continuously push forward the reform of rural education system. Therefore, the implementation of the rural revitalization strategy is a long and arduous task.

The implementation of the Rural Revitalization strategy aims to better improve the rural economy, promote rural construction faster and produce more agricultural benefits. The purpose of this paper is to promote the sustainable development of rural areas in Heilongjiang Province.

By analyzing the problems existing in rural sustainable development in Heilongjiang Province, combined with the Rural Revitalization Strategy, the corresponding countermeasures are obtained.

## **2 Problems of Rural Economic Development in China**

### **2.1 The Structure of Agricultural Industry is not Reasonable Enough**

First, agricultural industry is the most important factor affecting the development of rural economy. Most farmers lack a systematic understanding and professional guidance of the structure of the planting industry, and have not yet introduced modern applied technology in production and sale, and the industrial production process is more traditional, it is difficult to improve the quality and scale of production, which has an irreversible negative impact on the economic development of rural areas.

Second, in the process of economic development, some rural areas neglect to adjust the industrial structure. Under the condition of a single agricultural structure, the development of the second and tertiary sector of the economy will be unbalanced and restricted, and most of the rural second, tertiary sector of the economy due to the lack of professional talent, lack of financial input, agricultural products supply and demand imbalance and lack of market competitiveness and other issues, and long-term negative profitability [1].

### **2.2 Agricultural Infrastructure is Inadequate**

At present, Heilongjiang has been improving transport facilities, as the country's early implementation of agricultural mechanization production provinces, mechanization of cultivation and harvest level as high as 98%, the contribution rate of agricultural science and technology has reached 68.3%. However, some remote counties and districts have not yet established bus lines, and the logistics is not smooth enough. Farmers mainly rely on their traditional means of transportation, which can only meet the needs of daily production and daily life, and can not meet the needs of developing the tourism industry and building factories, to a certain extent, it has affected the development of the second and tertiary sector of the economy in rural areas.

The infrastructure construction in urban areas of Heilongjiang Province is more perfect than that in rural areas, as some of the early migrant workers have already settled in the cities and some have returned to the villages and towns to provide for the aged, but carries on the countryside infrastructure construction personnel to return to the countryside is a new turning point. The development of the rural economy in the

new period makes the rural areas have funds to improve the agricultural infrastructure construction, which is also the precondition to attract outstanding talents to stay in the rural areas. At the moment, Heilongjiang's agricultural infrastructure is inadequate and needs further strengthening.

### **2.3 The Level of Agricultural Science and Technology Needs to Be Improved**

The development mode of agricultural economy in Heilongjiang is mainly village collective without scientific organization system, which is not conducive to the realization of the goal of full mechanization of agriculture. In areas of slow economic development, the level of agricultural Mechanization is even lower, it is difficult to use emerging technologies to increase planting efficiency, and under the strategy of rural revitalization, the level of production can not meet the requirements [2].

First, limited investment in agricultural science and technology innovation makes it difficult to support efficient innovation of advanced equipment and technology in agriculture. Heilongjiang is located in Northeast China Plain, suitable for large-scale mechanized operations, is an important grain production area in China, but for a good agricultural environment, relatively backward equipment and technology result in a relatively low level of agriculture, did Not give play to the agricultural production capacity that should have been.

Second, the Agricultural Science and technology development achievement and the agricultural practice match degree is low. At the present stage, a large number of new equipment and new technology have not been put into agricultural practice, and many scientific research results are still only at the theoretical level. In the context of Heilongjiang, technological research and development has not been adapted to local conditions. In addition, there are still some problems in encouraging innovation mechanism and ensuring mechanism, which need to be adjusted and optimized step by step.

### **2.4 The Demand for Rural Labour is Hard to Meet**

The agricultural labor force is an important guarantee for the rural revitalization, especially the high-quality talents of science and technology, which is more beneficial to the development of rural economy.

In terms of the trend of immigration and emigration since 2010, 47577 people have moved out, 2.48 times of the cumulative immigration, while in terms of the trend of immigration and emigration since 2016, 14407 people have moved out, 3.73 times of the cumulative immigration. The phenomenon of population outflow has increased unabated (Table 1).

According to the national population age classification standard, the population over 65 accounts for more than 7% of the total population, which is an aging phenomenon. As can be seen from the above figure, the proportion of the population over 60 years old in the county has increased year by year, indicating that the aging phenomenon in the county is extremely serious, and the total amount of labor resources has shrunk year by year.

**Table 1.** Analysis of population over 60 years old

| particular year | Total registered residence population | Population over 60 | Proportion |
|-----------------|---------------------------------------|--------------------|------------|
| 2010            | 500108                                | 63960              | 12.79      |
| 2011            | 500089                                | 67007              | 13.40      |
| 2012            | 494095                                | 68446              | 13.85      |
| 2013            | 493647                                | 72338              | 14.65      |
| 2014            | 489403                                | 72113              | 14.73      |
| 2015            | 487699                                | 75988              | 15.58      |
| 2016            | 480580                                | 89653              | 18.66      |
| 2017            | 467856                                | 87390              | 18.68      |
| 2018            | 464931                                | 92068              | 19.80      |
| 2019            | 463518                                | 96849              | 20.89      |
| 2020            | 460581                                | 103704             | 22.52      |

### 3 Countermeasures to Solve the Problems of Rural Economic Development in China

#### 3.1 We Will Promote the Optimization and Upgrading of Industrial Structures

First, Heilongjiang is an important agricultural province in the north-east, and agricultural industries are another source of support for the north-east economy. Want to avoid the problem that industry produces onefold change, let rural agriculture yield increases in all directions. We must adhere to the principle of Seek truth from facts, scientific and rational use of environmental resources is the primary task, only in this way to promote the diversification of China's ecological agriculture, sustainable development [3].

Secondly, the construction of agricultural industrial structure should also be clear priorities, the construction of basic industries in the first priority. We should gradually improve the shortage of material resources, human resources and financial resources, identify and improve the weak links in local agricultural economies, ensure the efficient and healthy development of basic industries, and build more solid rural basic industries.

Third, in the process of the development of the agricultural industrial structure, we should adjust the industrial structure in time, actively seek the support of the outside industry in the second and tertiary sector of the economy, and improve the development level while achieving the all-round development. For the imperfect industrial structure, we should do a good job to attract investment, attract high-quality enterprises, high-quality talents and funds, and promote the rapid development of agricultural economy.

#### 3.2 We Will Improve Rural Infrastructure

One of the other paths for rural economic development under Heilongjiang's rural revitalization strategy is to improve rural infrastructure. The construction of rural infrastructure

should also take into account the problems of the security of life at the lower level and the quality of life at the upper level, therefore, there are two ways to improve rural infrastructure: to create better living conditions for villagers, and to provide effective impetus for the rural economy.

In terms of the living conditions of villagers, we should, in light of the actual situation and in conjunction with the pilot work of rural homestead reform, make overall plans for the integration of rural construction projects, talents and other resources, and through the investment of sufficient funds, in order to improve the living standards of villagers, a rational planning programme has been drawn up for the construction of infrastructure such as rural transportation and road facilities, irrigation and water conservancy facilities, rural power and rural energy facilities.

In the aspect of rural economic vitality, after improving the basic transportation facilities, we should establish a tourism transportation system that can meet the local needs of the people in other areas while improving the living standard of the villagers. Tourism is the most important industry to promote the rural economy. It can expand the range and ability of selling agricultural products and increase the economic income of villagers. Second, it can also improve the understanding of the rural areas in other areas, to facilitate the later expansion of investment, the introduction of personnel and other work [4].

### **3.3 We Will Raise the Level of Scientific and Technological Innovation in Agriculture**

The most important part of agricultural science and technology is agricultural planting science and technology. The improvement of agricultural planting science and technology mainly depends on attention to new technologies. Governments at all levels should lead farmers to fully realize the importance of agricultural planting science and technology innovation, we should formulate reasonable plans for introducing advanced science and technology and goals for scientific and technological innovation and development in accordance with local agricultural conditions. The government should also actively cooperate with high-tech enterprises in attracting investment, increase capital investment and promote R & D of rural science and technology.

At the grass-roots level, we need to step up publicity for scientific and technological innovation, help farmers understand and master new technologies, and promote the close integration of scientific and technological innovation with agricultural production according to farmers' needs, let Advanced Science and technology become the main driving force of agricultural production. The rural areas themselves should improve the extension system of agricultural science and technology and gradually promote the transformation of scientific research results into agricultural productivity. We will accelerate the reform of the Mechanised agriculture, increase the scientific and technological content of rural mechanization, accelerate Mechanised agriculture production, and realize the fully mechanized grain production mode as soon as possible. Only when the level of agricultural science and technology is gradually improved can the agricultural production be gradually increased and the rural economy be steadily developed, which is an important factor for the success of the rural revitalization strategy.

### 3.4 Attracting and Training Talents to Play a Role

In the implementation of Heilongjiang Rural Revitalization Strategy, attracting high-quality talents and Cultivating Farmers' comprehensive quality is an important work to ensure the efficient development of agricultural economy.

First of all, in view of the lack of technical talents with professional knowledge in rural areas, relevant rural departments should issue relevant preferential welfare policies to encourage college students to return home and start businesses to make up for the shortage of rural labor force. At the same time, rural areas should create and develop industrial services with local characteristics, give capable talents a platform to realize their own value, so that technical talents can not only realize their own value, but also create greater value for rural areas.

Secondly, attracting outside high-quality technical talents to return to the village is to improve themselves through external forces, while the improvement of rural internal forces depends on Farmers' professional training to actively promote the training of new farmers. In the professional training of farmers, we should introduce innovative knowledge, let farmers understand the new technology, new environment and new situation, and improve the comprehensive quality of farmers. Let farmers understand the current development of Internet and 5g, help improve the level of rural agricultural production modernization, and improve the rural economic level by relying on informatization [5].

## 4 Conclusion

In this paper, it is found that the current agricultural industrial structure is not reasonable, the agricultural infrastructure is not perfect, the level of agricultural science and technology needs to be improved, and the demand for rural labor force is difficult to meet. In order to solve the above problems, the main conclusions can be summarized as follows: (1) promote the optimization and upgrading of industrial structure (2) strengthen the construction of rural infrastructure (3) improve the level of agricultural scientific and technological innovation, (4) attract and train talents. In terms of the future work, all government departments should take rural revitalization as the work basis and standardization as the management mode. At the same time, combined with their own situation, they should guide and help farmers' economic life in many aspects, so that farmers can truly feel the determination and confidence of the government in implementing the Rural Revitalization Strategy. Through the continuous promotion of the Rural Revitalization Strategy, the rural economic structure will be gradually reformed. At that time, the rural economic development will be greatly improved, and the urban-rural contradictions will be effectively solved, which is of great significance to narrow the gap between urban and rural areas and achieve common prosperity.

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