

Research on the Dilemma and Path of New Rural Collective Economy Development

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Abstract: In the new era of starting the journey of socialist modernization, implementing rural revitalization and pursuing common prosperity, the development and growth of new rural collective economy is not only a need to adapt to the development of agricultural and rural modernization, but also a prerequisite for achieving common prosperity in agriculture and rural areas. This paper compares the realistic basis for the development of the new rural collective economy and the dilemmas of ideological awareness, participation and management faced by it, and proposes a long-term mechanism for the development of the collective economy by promoting ideological consensus and skills upgrading, a new pattern of collaborative governance among multiple subjects, and industrial integration and development to ensure the value-added of the collective "three assets". The development countermeasures of the collective economic development mechanism are proposed.

Keywords: *New Rural Collective Economy; Development Dilemma; Development Path; Rural Vitalization*

I. INTRODUCTION

The rural collective economy is an important part of China's socialist public economy and an important manifestation of the principle of common prosperity. The report of the 19th National Congress of the Communist Party of China (CPC) clearly put forward the strategy of rural revitalisation, and regarded the "development and growth of collective economy"^[1] as an important means to help revitalise the countryside. In the No. 1 Document of the Central Committee in 2021, the "development and growth of a new type of rural collective economy"^[2] was mentioned as an important initiative to modernize agriculture and rural areas. The No. 1 document of the Central Government in 2022 focuses on the development path of new collective economies, which indicates that the implementation of the development of new collective economies is imperative^[3].

The rural collective economy is an economic form in which collective members make use of collectively owned resource elements to achieve common development through cooperation and association^[4]. China's rural collective economy has experienced the collective economic management model of the people's commune and the family joint production responsibility system since the reform and opening up. The new type of rural collective economy is different from both the traditional collective management model of the people's communes and the collective economic model of the family joint production contract system of responsibility, which was based on decentralised management^[5]. To develop and grow a new type of rural collective economy is to promote moderate scale operations, increase the proportion of the collective economy and ensure the goal and principle of common prosperity, while adhering to the premise that farmers'

contracted rights and interests in land remain unchanged and adapting to the needs of modernising agriculture and rural development.

II. THE PRACTICAL BASIS FOR A NEW RURAL COLLECTIVE ECONOMY

Since the reform and opening up, with the development of rural productivity and the increase in the level of urbanisation, there are realistic conditions for a "second leap" in guiding agriculture and rural areas along the path of a new type of rural collective economy that operates on an appropriate scale, develops with high quality and conforms to the laws of the socialist market economy.

A. The strengthening and modernisation of the agricultural infrastructure has laid the material basis for a new collective economy

Since the reform and opening up, the level of China's agricultural productivity has risen significantly, laying the material foundation for the accumulation of China's new rural collective economy. First, agricultural infrastructure has been gradually improved. The construction of agricultural water conservancy facilities has been promoted year by year, and the capacity of flood control and irrigation has been enhanced, with the area drained of water and the effective irrigation area increasing continuously; the capacity of rural power generation equipment has leaped along with the modernisation process, greatly satisfying the needs of rural production and daily use of electricity; at the same time, the smooth access projects of rural roads into villages and households across the country have been steadily implemented, facilitating and benefiting farmers. Secondly, the level of agricultural mechanisation has increased significantly. The comprehensive mechanization rate will reach 71% in 2020, achieving a historic breakthrough^[7]. Between 1978 and 2021, the total power of agricultural machinery increased from 117,499,000 kilowatts to 105,625,000 kilowatts, an increase of 799%. Thirdly, the modernisation of agriculture has continued to advance. The country's socialized rural production service agencies are developing rapidly, and rural production trust service companies are constantly building new bridges between small farmers and modern agriculture. The significant increase in the level of agricultural productivity and modernisation has laid a solid material foundation for the development of new rural collective economies.

B. The strengthening of rural grassroots governance has prepared the organizational basis for the new collective economy

Compared to smallholder economies, rural collective economies not only require the material basis of modern agriculture, but as an advanced form of economic model, they also require a proven organisational and management mechanism. In recent years, the strengthening of grassroots

governance in rural areas has prepared the organisational mechanisms of grassroots governance for the growth of new rural collective economies. Firstly, the "first secretary" mechanism has played a good role in improving the ideological and political quality of rural organisations, training rural cadres in market management and coordinating the economic interests of villagers. Secondly, it has maximised the role of village committees in grassroots governance as autonomous and mass organisations at the grassroots level. In the process of exploring the construction of a new socialist countryside, village committees have taken on the role of local collective economic organisations, acting as a bridge between the government, agriculture-related enterprises and villagers in the cooperative economy, and playing an irreplaceable role in calling for and organising the function.

C. The practice of various types of rural collective economic organizations has accumulated rich experience for the new collective economy

As the direct vehicle for running a new type of rural collective economy, the current organisational structure and form of realisation can provide support for the transformation and further development of the collective economy into a new type of rural collective economy. Since 2003, with the collective ownership of land as the foundation, many villages and towns have established rural collective economic organisations on the basis of their original organisations, including shareholdings in contracted land, forest land for growing crops and livestock, specialised production and processing as a link, and various specialised co-operative organisations based on leading enterprises, to explore the implementation of moderate scale management and market-oriented production and processing of agricultural products on a large scale. The project is aimed at improving market competitiveness and resilience. The useful exploration of the collectivisation of agriculture has become the basis for future practice in strengthening the collective strength of agriculture and developing a higher level of collective economy.

III. THE DILEMMA FACING THE DEVELOPMENT OF A NEW RURAL COLLECTIVE ECONOMY

Although there are realistic possibilities for the transformation of the decentralised family contract model into a new type of rural collective economy with moderate scale of operation, there are still many difficulties in the further development and growth of the new type of rural collective economy.

A. Ideological and cognitive dilemmas

Some grassroots cadres and farmers in China are not sufficiently aware of the new rural collective economy, and there are also still certain deviations in their perceptions. On the one hand, some village cadres lack a correct understanding of the development of the new collective economy. Some village cadres confuse the new collective economy model with the highly collectivised model, treating the former as the development paradigm of a planned economy and believing that it is impossible to achieve common prosperity for rural farmers if a collective economy is further developed. On the other hand, some farmers are sceptical about the development and growth of the new rural collective economy. People do not yet have a clear understanding of the meaning and function of

the new rural collective economy of the times, leaving the diverse forms of collective economic realisation without attention and support, thus inhibiting the flourishing of the rural collective economy.

B. Participant dilemma

With the development of urbanisation, the young and strong rural workforce is gathering in the cities, resulting in a decrease in the number of rural agricultural workers and an ageing structure, and a lack of sustainable and stable supply of business management personnel. Firstly, the leadership and management skills of village cadres vary, and they lack systematic planning and innovative thinking on the development of a new rural collective economy in the new era, and are unable to provide effective guidance in the process of collective economic development, making it more difficult for them to lead collective economic organisations to achieve competitive advantages in the market economy. Secondly, farmers lack the initiative and enthusiasm to participate collectively. Since the implementation of the household contract responsibility system, farmers have not been involved in the operation of village collective economic organisations, which has gradually worn down their autonomy and even formed a parasitic mindset, willing only to enjoy the convenience of collective strength, avoiding individual input in the process of collective economic development and unwilling to take on their own responsibilities in the collective from the perspective of the bigger picture. Thirdly, there is a large gap in the supply of various types of agricultural-related professionals. As an independent market entity, new rural collective economic organisations need to form and build a core competitive advantage in the market economy if they are to stay in touch with the modern economic and social trends. New rural collective economic organisations are generally faced with such problems. The lack of managerial, professional and skilled personnel makes it difficult to transform the development of the rural collective economy without the necessary intellectual support for its modern management.

C. Business management dilemma

There is a certain dependency, arbitrariness and blindness in the current operation and management of the new rural collective economy, which hinders its full development. On the one hand, there is a single channel for generating income and a weak capacity for benign operation. As an advanced form of economy, the new rural collective economy should be managed in a multi-pronged manner and its sources of income should be multi-faceted. However, the current dilemma is that the collective economy has narrow income generation channels and conservative revenue ideas. Most of them choose the relatively stable and easy-to-operate methods of contracting and leasing collective resources to obtain revenue, but they are at the bottom of the value chain, and the revenue is not high, which easily leads to the slow accumulation of the collective economy, and there are even collective economies that rely heavily on the blood transfusion of state funds to feed them, and their own blood-making capacity is seriously insufficient. On the other hand, management supervision is not standardised, in place or timely. Rural collective assets are the valuable assets of the village collective economy, and are also the focus of close attention from the public. In order to further consolidate and expand the results of poverty eradication, the state has increased its financial investment in agricultural and

rural development. Due to the lack of financial talents and scientific and effective financial management and supervision mechanisms at the rural grassroots level, it is very easy to have untimely processing of accounts, irregular procedures, confusing accounts with loopholes and non-transparent financial information, etc. This has laid hidden dangers for some village cadres to manage financial income and expenditure at will and take advantage of management loopholes to misappropriate collective interests, which easily leads to the destruction and loss of collective assets. Although the state has formulated a series of policies to promote the construction and development of the new rural collective economy, in practice and in the process of implementation, some policies are difficult to dovetail with the new collective economy, resulting in policy suspensions, and management and supervision problems are not improved in a timely and effective manner.

D. Development environment dilemma

Based on the sheer size of China's rural areas and the complexity of local conditions, there are a number of pitfalls in the overall development environment of the new rural collective economy. (1) Uneven regional development and serious internal differentiation. On the one hand, regional development is uneven, with large disparities between the east, centre and west. On the other hand, development conditions are restricted and the distribution of assets between villages is unbalanced, with serious polarisation. (2) Supporting measures are lacking and policy effects are not obvious. Restricted by many factors, certain major reform policies and measures favourable to the collective economy have not been effectively implemented. Not only is it difficult to produce a good policy support effect, but it also tends to create external dependence on policy support in rural areas, weakening their independent initiative and endogenous motivation for development.

IV. POSSIBLE PATHS FOR THE DEVELOPMENT OF A NEW RURAL COLLECTIVE ECONOMY

Based on the new development stage of marching towards the second century goal, there is an urgent need to explore and innovate the path of vigorously developing the rural collective economy in view of the difficulties faced by the new rural collective economy.

A. Universal and regular training on rural modernization to enhance ideological consensus and skills upgrading

In response to the lack of awareness of some cadres and masses regarding the development of a new type of rural collective economy, the focus is on popularising regular training in the modernisation of agriculture and rural areas, promoting ideological and political literacy and modern production and management skills, and maximising the ideological consensus of rural cadres and masses. On the one hand, strengthen the comprehensive literacy of village cadres. Promote the comprehensive quality of village cadres to expand education, modern skills training of the normalization of the system is to solve the current new collective economic development dilemma of the important ideological basis. Through the training, firstly, village cadres will be able to grasp the future trend, necessity and universality of the new collective economy for farmers, and help promote common prosperity; secondly, they will enhance their awareness of taking the initiative, give full play to their role as exemplary

leaders, understand, implement and actively preach the policies and guidelines of the Party and government on the development of the new rural collective economy, and take the lead in exploring new forms of rural collective economy. On the other hand, a diversified form of mass propaganda and mobilisation work is carried out. Firstly, you can rely on TV, WeChat, micro videos, Jitterbug, clients, Express and other current and convenient online platforms to publicise relevant policies and guidelines on the development of village collective economy through multiple channels. Secondly, through organising experience exchange meetings, observation meetings or issuing information on typical cases, some typical villages of collective economic development can be promoted and publicised, so that farmers can gradually dispel their doubts and enhance their understanding and recognition of the development of new rural collective economy while opening their eyes. Thirdly, with party building as the leader, we actively carry out special rural cultural activities and other collective activities in forms that are popular with the public, so as to bring neighbours closer together, strengthen the collective concept of everyone and cultivate ideological consensus.

B. Constructing a new pattern of collaborative governance of multiple subjects under the principle of common prosperity

The new collective economy is an important vehicle for the modernisation of agriculture and rural areas, and an important guarantee that the principle of socialist common prosperity can be realised in rural areas. To build a common home and achieve common prosperity, it is necessary to build a new pattern of collaborative governance by multiple subjects. The lack of talents for rural revitalisation, not only the lack of professional and technical talents related to agriculture, but also the lack of front-line young labourers for the primary, secondary and tertiary industries in rural areas, is the biggest dilemma in the modernisation of agriculture and rural areas and the development of new collective economies. On the one hand, it is necessary to rely on the government to play a policy-oriented role and mobilize the enthusiasm of agricultural colleges, research institutes and other diversified subjects to participate in cultivation, so as to jointly promote the deep integration of industry, academia and research, and realize the delivery of agricultural research results on the ground. On the other hand, it is necessary to improve the whole process of attracting young people to start businesses in rural areas. At the same time, as the rural revitalization strategy continues to advance and urban and rural areas integrate, various social organizations in rural areas, including rural professional and technical associations and rural poverty alleviation funds mutual aid societies, will play an important role in the process of modernizing agriculture and rural areas. The pattern of shared governance by multiple subjects with various talents in focus and bursting with wisdom and the grid-based management of rural communities with orderly competition and cooperation will provide sustained momentum for the new rural collective economy.

C. To promote the integrated development of one, two, three industries with science and technology to ensure the value-added of collective "three assets"

The effectiveness of its management is closely related to the degree of development of the collective economy and the degree of realisation of farmers' rights and interests. To

promote the value of collective "three assets" with the help of science and technology is an important measure to safeguard farmers' property rights and interests and to realise the sound operation of village shareholding economic cooperatives, which is directly related to the future of the new collective economy. On the one hand, it is important to adhere to the local conditions and do a good job in leading the industry. On the basis of insisting on collective ownership, following the villagers' wishes and safeguarding their rights and interests, and based on the location, assets and resources of the village and its cultural heritage, we should fully explore and give full play to the advantages of different village characteristics, develop village industries according to local conditions, and scientifically choose a diversified development path to achieve a positive interaction between industrial development, collective economic growth and the enrichment of farmers, so as to inject continuous development momentum into the new rural collective economy. The new rural collective economy will have a constant source of development momentum. On the other hand, it is important to improve the management and supervision mechanisms of the "three assets" to enhance the cohesiveness of the new collective economy. The transparent and open use of the "three assets" and the distribution of the proceeds are monitored by the villagers, thus promoting the simultaneous development of increased production and income and shared wealth, which is an inexhaustible driving force for the development of the new rural collective economy.

D. Optimizing and improving the long-term guarantee mechanism for promoting collective economic development

On the whole, the development of China's new rural collective economy in the new era is still at the stage of practical exploration. It is necessary to build a development guarantee mechanism, break through the bottleneck constraints of development and enhance the momentum of the development of the new rural collective economy. On the one hand, joint development should be encouraged. In response to the uneven development of village collective economies caused by differences in location and resource endowments, the research and formulation of relevant planning guidelines should break through the spatial constraints of inter-village development, give full consideration to the co-ordination of inter-village resources, change the situation where rural collective economic organisations work separately and develop in a fragmented manner, and bring into play the complementary advantages of inter-villages to achieve joint village development. On the other hand, we must do a good job of planning. We should insist on placing the work of the "three rural areas" as one of the top priorities in modernisation, set up a special group under the responsibility of the party committee and the government, incorporate the promotion of new rural collective economies into the regional economic development strategy, and study and formulate a targeted and systematic

system for developing and growing new rural collective economies.

CONCLUSION

The development of a new type of rural collective economy is not only related to the vital interests of hundreds of millions of farmers and the overall development of agricultural and rural modernisation, but is also the basis for achieving the goal of socialist modernisation with Chinese characteristics. We must actively explore and solve the problems in the development of the new collective economy in order to ensure that the common prosperity of the countryside can be achieved.

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