

# The Value Excavation and Promotion and Inheritance of Sichuan's Red Financial Cultural Value

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**Abstract:** Sichuan is an old area of red revolution and an important origin of red finance. The value and development potential of red financial culture are huge. The article studies the history and value of red financial culture, the current situation of excavation and promotion of red financial culture in Sichuan, and proposes ways to promote its value by integrating red financial culture into ideological and political education classes, integrating it into corporate culture construction, and creating red financial culture tourism products. This study also has reference significance for the improvement of cultural soft power and the development of cultural industries.

**Keywords:** Sichuan; Red finance; Cultural value

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## Introduction

Red finance is a financial undertaking led by the Communist Party of China for social development during the revolutionary period. Under the leadership of the party, red finance has made important contributions to the financial undertakings during the revolutionary period, the economy of the base areas, the protection of people's livelihood, and the maintenance of the people's political power.

General Secretary Xi said, "The past, present, and future are interlinked." Adhering to the concept of "inheriting while protecting and developing while promoting", in the second hundred years of realizing the great rejuvenation of the Chinese nation, let the red financial culture in the history It is imperative to carry forward the inheritance in the long river.

## 1. Overview of Red Finance

### 1.1 Definition of the concept of red finance

Red finance refers to the banking institutions established in the base area under the leadership of the party, as well as the issuance of banknotes, the development of savings and credit, and the issuance of public bonds on behalf of financial businesses <sup>[1]</sup>.

The emergence of red finance represents the political proposition of the Communist Party of China, and it serves the party's lofty goal of "realizing the independence of the Chinese nation and the liberation of the people." (2) The birth and development of Sichuan Red Finance

In 1927, Chinese Communist Chen Yi established the Sichuan Financial Committee under the guidance of the government, marking the germination of red financial ideas in Sichuan. In 1930, the Sichuan-Shaanxi Industrial and Agricultural Bank of China was established in Bazhong County, Sichuan, marking the official birth of red finance in Sichuan.

On December 4, 1933, the Sichuan-Shaanxi Industrial and Agricultural Bank of China was officially established. The establishment of the bank stabilized the financial economy of the Soviet Area and provided a strong economic guarantee for the development of the Soviet Area.

The "Chengdu Branch of the Bank of the Soviet Republic of China" established in Chengdu in 1935 and the "South Sichuan Guerrilla Treasury" established in Luzhou in 1936 provided loans to the masses and provided important financial support to the Red

Army.

In 1949, the Communists established a number of banks in Sichuan, such as the "East Sichuan Underground Bank" and the "West Sichuan Liberation Bank". These banks provided massive loans to the masses, supporting their struggle against Kuomintang rule.

## **2. Current Situation of Sichuan Red Financial Culture Value Excavation, Promotion and Inheritance**

### **2.1 Cultural exploration is not deep and development and promotion are insufficient**

Sichuan is a province with excellent red history and culture, but its red financial culture has not been fully explored and displayed in the wave of the new era. The precious historical materials and cultural relics left over from the revolutionary period, in the current upsurge of museum construction, the concept of "red finance" has not been properly reflected<sup>[2]</sup>. Most areas focus on ancient coins, while paying little attention to their historical and cultural value. Although relevant departments have protected some historical relics and cultural relics, they have not been developed in depth, which has led to a lack of understanding of the local red financial culture in Sichuan.

### **2.2 Insufficient publicity and education, and lack of public awareness**

Education related to red financial culture is lacking in schools and classrooms. The relevant publicity and education level of Sichuan's red financial culture is not large, and the public's awareness is low, which hinders the promotion and inheritance of red financial culture to a certain extent. According to the "Gazette" data released by the Ministry of Education in 2022, there are 293 million students at all levels and types of academic education, of which, semester education accounts for 15.8%, compulsory education accounts for 54.14%, higher education accounts for 15.9%, and other education accounts for 15.8%. 0.32%. It can be seen from the data that school education is an important way to promote the red financial culture. Once the red financial culture knowledge is publicized and popularized on campus, the promotion and inheritance of the red financial culture will take a big step forward.

### **2.3 Insufficient policy incentives and weak infrastructure**

The state has issued many favorable policies and measures to promote cultural development, and Sichuan has also introduced relevant policies for cultural development, but there are few policy incentives to promote the development of red financial culture, and the promotion of red financial culture in Sichuan and the construction of facilities for protection and display Needs to be strengthened. Regarding the policies and measures for the development of red financial culture, there is also a mismatch in the application of policies and incentives in relevant regions, which has hindered the development of red financial culture.

### **2.4 Insufficient cultural innovation and lack of relevant media support**

Innovation is the intrinsic driving force of development. If cultural development is to last long, cultural innovation is necessary. Nowadays, the cultural creation of the Forbidden City and various museums have won the support of the public, and they have also allowed the public to understand the relevant history and culture, allowing the culture to be developed and passed on. Sichuan's red financial culture is lacking in innovation and development, and lacks cooperation and support from relevant platforms and media, which hinders the promotion and development of red financial culture. Although relevant activities have been carried out, the promotion and public promotion efforts are insufficient.

## **3. Ways to promote and inherit Sichuan's red financial culture**

### **3.1 Policies help the government jointly build**

Sichuan is an important revolutionary base in the Sichuan-Shaanxi Soviet Area. The older generation of revolutionaries worked hard and explored the red financial history for the great rejuvenation of the Chinese nation, which is a great spiritual inspiration for us. Inspired by the country's development and innovation policies for red culture, the government should work with relevant units to jointly build, protect, manage and use red financial cultural relics well, dig deep into red financial cultural resources, and vigorously promote the red financial culture. The red spirit plays an important role in the effective use and development of red financial cultural resources.

### **3.2 Red financial culture enters the classroom**

There are a large number of financial historical facts in the red financial history waiting to be excavated to make it a combination of finance professional teaching and course ideological and political construction, including financial practices such as currency issuance and monetary policy, as well as the ideological and political education attributes reflected in the red financial history<sup>[3]</sup>. Excavating red financial historical materials and condensing classic teaching cases can promote red financial culture into schools and classrooms. "Red financial culture" education is not only revolutionary ideological and political education, but also education

in finance, accounting, history and other professional directions. The spirit and historical deeds of the revolutionary ancestors who are not afraid of sacrifice, actively explore, pioneer and innovate, be honest and self-disciplined, and selfless dedication are worth learning. The financial thinking and design aesthetics of the red financial period are also worthy of our understanding and study. In addition to classroom construction, the construction of the second classroom and the construction of scientific research teams are also a major way to protect, inherit, and display the red financial culture [4].

### 3.3 Red financial culture enters enterprises

Integrating red financial culture into the construction of financial corporate culture, red finance helps rural revitalization, and promotes and inherits the red spirit and red gene of red financial history. The development of red finance has the distinctive features of "universal" and "benefit", the combination of direct and indirect financing, and the important feature of the integration of industry and finance. Integrate red finance into enterprise development, increase inclusive, green, small and micro, and private financial credit, help financial enterprise cultural inheritance and development, and drive the development of other related cooperative enterprises [5].

Use red finance to help the development of small and micro enterprises, and "red finance, red credit" injects red blood into entrepreneurship. The concept of "Party Building +" in Shicheng County, Jiangxi Province has created 1,047 leaders in entrepreneurship and wealth, and lifted nearly 5,000 people out of poverty. The government and financial institutions cooperate to launch relevant policies to encourage entrepreneurship and get rich, establish "red finance" policy support [6], and broaden the development channels of red financial culture.

### 3.4 Online platforms help promote cultural promotion

The support and help of relevant online media is another important way to promote the red financial culture. Nowadays, the publicity and development of things are inseparable from the Internet, and cultural communication needs the publicity of network platforms. According to big data statistics: my country's Internet users reached 1.067 billion in December 2020, and the Internet penetration rate reached 75.6%.

Media integration is the need of the development of the times. Through the sharing of resources on different platforms, the red financial culture is spread to the public. Through the promotion of the Internet and the improvement of public awareness, it can provide impetus for cultural development. The power of the people is powerful. Once it attracts the attention of the Internet and related media, the development of red financial culture will reach a new height.

## 4. Summary

Red financial culture is China's excellent revolutionary traditional culture. Although there are still many problems in exploring and promoting the value of Sichuan's red financial culture, the idea of red financial culture has sprouted and taken root in the blood of the Chinese nation. Red finance has made indispensable contributions in the history of China's war and economic construction. Promoting and inheriting red financial culture is not only our original intention to remember history, but also a reflection of our cultural confidence. Of course, there are still many shortcomings in the writing process of the article. In the follow-up research, it is necessary to continuously improve and improve, and see the big from the small, in the hope that the red financial culture can be better innovated, developed, promoted and inherited.

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