

Study on long-term mechanism of rural finance supporting rural revitalization strategy

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Abstract: Rural revitalization is an important strategy of China's current development, and financial support is one of the key factors in promoting rural revitalization. In order to realize the long-term effective promotion of the rural revitalization strategy, a long-term mechanism of rural financial support needs to be established. From the perspective of rural financial support for rural revitalization strategy, this paper will discuss the necessity and ways to establish a long-term mechanism, which is only for reference by relevant people.

Key words: rural finance; Rural revitalization; Long-term mechanism; Necessity; access

Introduction

To rejuvenate the nation, the countryside will be revitalized. On June 1, 2021, with the official implementation of the Law of the People's Republic of China on the Promotion of Rural Revitalization, the curtain of legalization of rural revitalization will be opened. And "developing inclusive finance and carrying out financial precision poverty alleviation" is an important way to solve the problems of "agriculture, rural areas and farmers" and promote the strategy of rural revitalization. It can be seen that the current rural finance has shown great momentum in promoting rural industry revitalization, ecological livability, village style construction and rural governance. During the 14th Five-Year Plan period, the comprehensive and high-quality promotion of the rural revitalization strategy cannot be achieved without the support of rural finance, and it is imperative to accelerate the establishment of a long-term mechanism for rural finance to support the rural revitalization strategy.

I. Build a long-term government support mechanism and improve the rural revitalization policy guarantee

In the process of promoting the construction of a long-term mechanism for rural finance to support the rural revitalization strategy, a long-term government support mechanism should be actively constructed in order to provide policy guarantee for the role of rural finance. First of all, the relevant government departments should speed up the construction of rural finance legislation, clarify the specific rights and obligations of rural financial institutions, determine the corresponding responsibilities, and provide a legislative basis for the support of rural finance. Secondly, the relevant government departments should pay attention to the support of supervision, finance, taxation and credit. In terms of supervision, the central bank and the China Banking and Insurance Regulatory Commission should be the theme to build a "collaborative" regulatory line. At the same time, the specific assessment and supervision of commercial banks and other financial institutions should be increased, the tracking system and evaluation system should be improved, and the assessment of non-performing loans should be strengthened. Promote differentiated assessment standards to effectively crack down on illegal rural financial behavior; In terms of fiscal and taxation, we can increase the intensity of fiscal and taxation subsidies and preferential treatment, reduce and reduce small loans in rural areas, and promote the development of rural finance. In terms of monetary credit, it is necessary to increase investment and support in agriculture-related credit, rural poverty alleviation and development, and credit for scientific and technological agricultural enterprises. Moreover, the relevant government departments should actively promote the training and publicity of rural finance. On the one hand, pay attention to the application of the concept of "people-oriented", cooperate with financial institutions to build rural financial service stations, and deeply carry out rural financial training. During the period, we should pay attention to the use of some common, the majority of farmers can accept the way to carry out training work, such as training meetings, online training and so on; On the other hand, it is necessary to increase rural financial publicity, using rural markets, rural villagers' meetings, radio and new media such as wechat to carry out multi-channel and multi-dimensional publicity, so that more people can understand some policies and measures of inclusive finance, thus providing effective guarantee for policies to benefit farmers and improve farmers' awareness of personal credit. To ensure the efficient promotion of rural financial development.

II. Establish a long-term financial service mechanism to meet the diversified needs of rural revitalization

First, we should optimize the organization and coordination mechanism of financial services. To be specific, first, we should give full play to the guiding role of agricultural development Bank, increase investment in agricultural modernization, agricultural wisdom and rural infrastructure, accelerate the establishment of corresponding development funds, and improve the actual management level of national funds for agriculture. On this basis, we should increase the types of agricultural loans to better serve rural revitalization. Second, we should give full play to the backbone of commercial banks, increase financial support for industrial leaders in rural areas, provide them with diversified financial services including credit, financial management, etc., and effectively solve the problems of financing difficulties and insufficient funds in the process of industrial development in rural areas. Third, give full play to the complementary role of quasi-rural and informal rural financial institutions. Relevant departments should give strong support to the development of quasi-financial and informal financial

institutions such as micro-credit and village banks. On the one hand, they should provide more preferential tax policies for them, provide diversified financial subsidies and reduce their operating costs. On the other hand, they should provide guidance on financial operation and give full play to their flexible and simple features. To provide diversified financial service support for rural revitalization. The fourth is to promote the cooperation of banking, insurance, guarantee, leasing, insurance and other financial industry institutions to provide farmers with a variety of financial services, such as providing farmers with some agricultural insurance services according to the characteristics of local agricultural development to ensure their agricultural income. Fifth, actively promote the digitalization and sustainable development of finance, rely on big data and the Internet to innovate rural financial services, provide customers and farmers with more timely and efficient services, and use the Internet and big data to realize the coordination of various subjects of rural finance, and jointly provide strong financial support for rural revitalization. Second, we should increase the application of science and technology to improve the level of inclusive financial services. First, use artificial intelligence, big data and other means to reduce the labor cost of rural financial institutions, simplify the corresponding process, and improve service efficiency. The second is the use of cloud computing, biometrics and other technologies to expand the coverage of rural inclusive finance, such as remote account opening can be achieved through modern technology, to meet the diversified capital needs of farmers and rural industries in the process of rural revitalization, and to further expand the coverage of inclusive financial services. The third is to use intelligent technology to innovate financial inclusive products, develop a variety of inclusive financial products, comprehensively improve the level of rural financial services, and help the overall revitalization of rural areas.

III. Build a long-term risk guarantee mechanism to strengthen risk prevention and control in rural revitalization

In the process of providing effective support for rural revitalization, rural finance will also face some financial risks. Therefore, it is necessary to build a long-term risk guarantee mechanism to strengthen risk prevention and control in rural revitalization. First of all, it is necessary to speed up agricultural insurance legislation and optimize multiple types of agricultural insurance mechanisms in order to further reduce the incidence of rural financial risks. Secondly, it is necessary to actively promote the convergence of insurance and credit and other businesses to achieve the goal of risk sharing. Credit risk is an important reason why some rural financial institutions are unwilling to “exert their efforts” at present. In this regard, relevant financial institutions should strengthen cooperation with insurance institutions, speed up the construction of a community of rural financial risk prevention and control, effectively share the risks in rural finance, and jointly promote rural revitalization. In addition, to maximize the tax incentives and financial subsidies for agricultural insurance, relevant departments should improve the corresponding financial support policies, reduce stamp duty and value-added tax of agricultural insurance business, reduce its income tax, and increase financial subsidies for targeted poverty alleviation areas, encourage regional financial departments to increase premium subsidies for high-tech agriculture and characteristic cash crops according to local conditions. In order to reduce the occurrence of financial risks. Finally, we should actively promote the publicity work of agricultural insurance, let more farmers know about agricultural insurance, improve their understanding and recognition of agricultural insurance, so as to promote the development of agricultural insurance and protect farmers’ production and income.

IV. Build a long-term property rights operation mechanism, improve the rural revitalization infrastructure

The construction of the rural property rights operation mechanism can provide good supporting facilities for the promotion of the rural revitalization strategy. In this regard, the long-term mechanism construction can be carried out from the following aspects: First of all, to improve the rural property rights confirmation mechanism, to combine the actual situation of rural assets, village or village group as a unit to clear the rural land management, housing use, agriculture and animal husbandry property rights, etc. On this basis, we should be in line with the concept of “clear ownership, accurate data, clear target” to open the specific process, accept the supervision of the majority of farmers. At the same time, it is necessary to audit the level of rural assets, establish the corresponding roster, to provide convenience for subsequent use, and speed up the establishment of the corresponding electronic archives to achieve digital filing. Secondly, we should improve the property rights evaluation mechanism. Relevant government departments should speed up the promulgation of relevant rules and regulations, at the same time, from the perspective of comprehensive analysis and consideration of rural land housing, forest rights, land contract rights, etc., formulate corresponding benchmark prices, so that financial institutions can refer to it, on this basis, the appraisal price of property rights should be made public to ensure price transparency. Moreover, it is necessary to improve the circulation mechanism of property rights guarantee, speed up the establishment of a government-guided property rights guarantee service framework, provide intermediate protection services for the operation of rural land use and other property rights, reduce some restrictive thresholds for agricultural loan mortgage guarantee, promote the development of circulation business and property rights mortgage, and build a corresponding bridge transaction center for financing. Effectively solve the current commercial banks do not dare to lend, do not want to borrow and farmers and enterprises are difficult to borrow, and promote the benign and healthy development of rural finance.

V. Establish a long-term enterprise-driven mechanism to help rural revitalization of industrial development

First of all, it is necessary to expand the financing channels of enterprises and solve the financing difficulties existing in the development process of rural enterprises. Here, the government should improve the differentiated policy support for rural enterprises,

especially for those rural enterprises in the early stage of development to give more policy and financial support to promote their growth and development. For those rural enterprises with more mature development, the government can guide the enterprises to carry out the transformation, and promote their standardization, modernization and green development. On the other hand, financial institutions should base on the actual situation of the development of local enterprises, provide timely and sufficient credit services for rural enterprises in the early stage of development, solve their difficulties in obtaining loans, and increase financial support for mature rural enterprises to help them grow bigger and stronger and form a leading rural industry. In addition, it is necessary to actively provide some individual loan services for farmers, solve their problems such as difficulty in starting a business, and promote the revitalization of rural industries and increase farmers' income. Second, we should establish a close framework of interest coordination to raise farmers' incomes. On the one hand, agriculture-related enterprises, especially those with more mature development, should develop a variety of cooperative organizations of "enterprises + farmers + scientific research universities" and "enterprises + farmers + bases" to link their own development with the modernization of rural industries and the increase of farmers' employment and income, so as to promote employment in rural areas and help farmers get rid of poverty and get rich. On the other hand, agriculture-related enterprises should strengthen cooperation with scientific research institutes and universities, actively develop new products suitable for the development of local rural industries, and take a special path of combining "production and research". On this basis, agriculture-related enterprises should also fully unite the upper, middle and lower reaches of the industrial chain, rural individuals and farmers to form a community chain, provide guarantees for them, solve their financial problems, and help them better increase their income and get rich.

IV. Conclusion

Establishing a long-term mechanism for rural finance to support the rural revitalization strategy is of great significance for promoting agricultural modernization, promoting rural economic development and raising farmers' income levels. Therefore, long-term government support mechanism, financial service mechanism, risk guarantee mechanism, property rights operation mechanism and enterprise-driven mechanism should be fully established, so as to better demonstrate the role and value of rural finance and promote the all-round rural revitalization.

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