

# Discussion on promoting the development of rural digital Economy under the background of Rural revitalization Strategy

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**Abstract:** the digital economy is based on digital technology, information communication network as the carrier, based on the effective development and utilization of information resources, and promote economic structure optimization and upgrading of a new type of economic form. As one of the strategic emerging industries, the position and role of digital economy in the national economy is increasingly prominent. The wide application and popularization of digital technology will have a profound impact on the modernization of agriculture and rural areas. Based on the background of rural revitalization strategy, this paper analyzes and discusses the role of digital economy in the development of rural economy and the existing problems in the development of rural digital economy, and summarizes the feasible path of rural economic development, in order to promote the rapid and healthy development of rural digital economy, so that the digital economy can help “three rural issues” to be effectively alleviated.

**Key words:** rural revitalization strategy; Rural digital economy; Development path

## Introduction

In the context of rural revitalization, digitalization has gradually integrated closely with many industries and fields. Digital economy is bound to open a new round of new economic form and bring unprecedented development opportunities for rural economic prosperity and development.

### 1. The important role of digital economy in rural economic development

First, realize integrated development of rural industries. Digital technology can digitally store information and knowledge in computers or other storable devices, and quickly spread it to other places where it is needed through the network. At the same time, digital technology can also gather and integrate many scattered resources scattered in different places, so as to realize the mutual integration and development of industries. In addition, digital technology can also promote the transformation and upgrading of traditional agriculture to modern agriculture. On the one hand, digital technology can help traditional agricultural production realize digitalization, automation and intelligence, making agricultural production more sophisticated, precise and efficient. On the other hand, digital technology can also promote the rapid development of rural e-commerce and help farmers solve the problem of difficult sales of agricultural products. The digital economy promotes the rapid development of rural e-commerce by matching and accurately connecting supply and demand through channels such as e-commerce platforms and social networks.

Second, speed up the process of new-type urbanization. Digital economy is an important driving force for urbanization. With the support of modern information technologies such as the Internet and cloud computing, new generation information technologies such as big data and cloud computing have gradually been applied to all walks of life, greatly promoting the transformation and upgrading of traditional industries and the development of new urbanization. In the context of a large number of people waiting to be transferred and surplus rural labor force in cities, the digital economy can effectively alleviate the urban-rural dual structure and the inequality of public services. Through digital technologies and information platforms, the digital economy can accurately connect and efficiently match farmers and urban residents. On the one hand, big data and other technical means can be used to accurately analyze and position the production and business activities of different types of farmers; On the other hand, the Internet and other information platforms can provide urban residents with more comprehensive, accurate and timely information on rural infrastructure construction and public service supply, so as to promote the equal development of rural public services.

### 2. The development status of China's rural digital economy

China's digital economy started late with weak foundation, especially in the last two years under the impact of national health diseases, the digital economy has suffered a certain impact. However, with the strong support of national policies, the rural digital economy has developed rapidly, showing a strong momentum of growth. Especially in the context of the rural revitalization strategy, the rural digital economy shows a good development trend, but it also faces many problems in the development process: first, the construction of digital infrastructure is relatively lagging behind. On the one hand, affected by factors such as geographical location, economic level and population distribution, infrastructure construction investment in rural areas is insufficient; On the other hand, the network coverage is low and the use efficiency is not high. Secondly, the shortage of digital talents is prominent. On the one hand, with the rapid development of rural e-commerce, smart agriculture and other industries, the demand for composite talents in digital economy increases sharply. On the other hand, the number of digital application talents in rural areas is small and the level is low.

### 3. The feasibility of promoting the development of rural digital economy under the background of rural revitalization strategy

#### 3.1 We will accelerate the strengthening of the foundation for rural digital transformation

First, accelerate the construction of rural Internet infrastructure, improve the broadband network speed and coverage, strengthen the construction of rural broadband network infrastructure, promote the extension of 5G network to rural areas, strengthen the coverage and optimization of 5G network signal in rural areas, and strive to promote the full implementation of “digital + water”, “digital + electricity” and “digital + logistics” in rural areas. And accelerate the intelligent development of traditional infrastructure in rural areas.

Second, increase investment in the construction of digital countryside. We should promote the popularization of information technology in rural areas from the aspects of “Internet + government services” and rural informatization service platform. To increase the application of digital technology in monitoring and operation of rural infrastructure, and realize dynamic network monitoring and management in rural areas.

In addition, establish and improve the management system of rural data resources, coordinate governments at all levels, departments and social organizations, strengthen the collection and integration of data resources in the fields of agricultural production, processing and circulation of agricultural products and market trading, and establish and improve the sharing system of rural data resources.

Finally, the establishment of a professional network technical service department, which is mainly responsible for the operation management and regular maintenance of rural digital infrastructure. In addition to providing technical assistance to rural residents, regular monitoring, evaluation and maintenance of rural network signal strength, network speed, network transmission capacity and network security should also be carried out. Once problems are found, they should be adjusted in a timely manner to improve the quality of rural data and ensure that the data is complete, reliable and timely to meet the production and living needs of rural residents.

#### 3.2 We will strengthen the training of personnel for digital rural revitalization

First, we will foster a new type of professional farmers. We will strengthen training for new types of professional farmers, improve the quantity and quality of rural professionals in the digital economy, encourage the development of Internet plus agriculture and other new forms of business, build a number of high-profile e-commerce platforms of a certain scale, and attract and train a number of new farmers who are familiar with agricultural production and good at using IT tools to manage production and operation. We will step up training for new types of professional farmers, and encourage practitioners of Internet plus agriculture, e-commerce and other new forms of business to take part in vocational skills evaluation, which will be covered by subsidies.

Second, we will attract and retain rural talent. We will attract urban residents, college graduates and other talents to start their own businesses in rural areas through policy support, preferential treatment and entrepreneurial support, and provide them with policy support in areas such as household registration, housing, medical care and children’s education to address their worries. We will strengthen the training of rural talents and improve their quality and ability. Through government guidance and market operation, a group of capable and skilled young e-commerce talents should be cultivated. Using various media platforms and information technology, vigorously publicize the advanced deeds and successful experience of rural e-commerce talents, and create a favorable public opinion atmosphere for the development of rural e-commerce.

Finally, strengthen the cultivation of rural talents. With the goal of cultivating high-quality farmers, we will pay attention to the education and training of mass entrepreneurship and innovation, step up efforts to train new type of professional farmers and people returning to the countryside, and cultivate a group of rural industry leaders and young scientific and technological entrepreneurship leaders who are skilled in technology, operation and management through the model of “talented people + projects + funds + teams”. We will accelerate the development of a training system for practical technical personnel in rural areas, formulate targeted and operational training plans, and strengthen technical and vocational training in agricultural production and operation. We will use rural e-commerce as a carrier to cultivate a group of rural, rural and rural workers who understand agriculture, love rural areas and love farmers. We will take various measures to strengthen training and guidance for rural farmers and encourage them to take an active part in rural governance and development.

#### 3.3 We will improve the integration of industries and digital technologies

China’s digital economy has been developing rapidly, with industrial digitization and digital industrialization constantly expanding, and its contribution to economic growth constantly improving. However, compared with the industrial and service industries, the capabilities of agriculture in digital applications, data collection and processing and data analysis applications need to be improved. To promote digital industrialization and industrial digitization in rural areas, emphasis should be placed on fostering and strengthening new drivers.

First, we need to improve information infrastructure. We should promote the use of modern information technologies such as the Internet of Things, cloud computing, big data and artificial intelligence in agricultural production, raise the level of intelligent agricultural production, and promote the transformation from traditional agriculture to digital agriculture. We will accelerate the development of rural e-commerce, promote the two-way flow of agricultural products on the upside and industrial products on the downside, and raise farmers’ incomes and rural consumption. We will accelerate the development of broadband in rural areas, reduce the cost of broadband access for rural households, and improve the accessibility and application of rural Internet access.

Second, we will promote the digital transformation and upgrading of agriculture. We should guide the application of digital technologies in the production, processing and circulation of agricultural products to realize information sharing and interactive collaboration. We will

accelerate the determination, registration, and certification of contracted rural land management rights and improve information platforms for land transfer. We will encourage farmers to use mobile Internet platforms to develop new business forms and models such as rural e-commerce and live streaming of goods. We will strengthen the construction of digitalized industries with rural characteristics and raise the digitalized level of the agricultural industry chain. Strengthen the collection, integration and sharing of data resources of “agriculture, rural areas and farmers”; And promote information sharing and business collaboration among agriculture-related departments.

Finally, we will strengthen research and development of agricultural digital technologies. We will actively carry out pilot demonstration projects for the development and application of agricultural Internet of Things technologies, and strengthen innovative research, application and promotion of artificial intelligence, blockchain, big data, 5G and other technologies in agriculture. For example, we will strengthen the application research of big data technology in monitoring and analysis of agricultural products market; Promoting the application and promotion of Internet of Things technology in the production process of agricultural products; To promote the application of artificial intelligence in the identification and control of crop diseases and pests; And the application of blockchain technology in the traceability of agricultural products.

### 3.4 Cultural revitalization, the construction of rural digital culture

With the development of socialism with Chinese characteristics in the new era, rural areas have fully entered the digital age and people’s way of life has undergone earth-shaking changes. If we want to retain rural people and the roots of agriculture, we must accelerate the construction of rural digital culture, make good use of the “golden key” of digital technology, and integrate it into the construction of rural culture to help rural revitalization.

First of all, strengthen publicity and guidance, strengthen the construction of rural network culture position, make full use of mainstream media, major news websites and digital platforms such as official government publicity accounts, public accounts and Apps, timely publish national policies and guidelines, regularly disseminate and popularize the basic socialist ideas, and strengthen the ideological and moral construction of rural people. At the same time, the government should make use of TV, Internet and radio to release information about rural revitalization in a timely manner to meet the actual needs of rural people, and actively express concerns about farmers on relevant digital platforms and respond to their questions in a timely manner. The whole society should actively create an atmosphere of caring about agriculture, attaching importance to rural areas and loving farmers.

Secondly, the use of digital technology to innovate the content and dissemination of literary works to enrich the cultural life in rural areas. To increase the effective supply of digital culture in rural areas, promote the creation of literary and artistic works with themes of agriculture and rural areas, disseminate scenes of rural and agricultural life, tell stories of rural revitalization, and promote rural culture and customs through live streaming, short videos, movies, television and other media; It is an effective way to enrich rural culture to create a number of cultural programs and online literary and artistic works with strong rural characteristics and full of positive energy that farmers are pleased to hear. For example, Li Ziqi’s videos about Chinese cuisine, traditional Chinese culture, and plants from cultivation to growth to maturity have attracted the attention of many Chinese fans and foreign people, promoting the export of traditional Chinese culture, increasing people’s yearning for rural life, and making more agricultural products available to the world. At the same time, she has also done a good job of public opinion management, swept away negative and unfavorable information on the Internet, and consolidated the status of rural culture.

## Epilogue

To sum up, in the coming period of time, all departments and main bodies should speed up the construction of a new agricultural and rural development system, promote the deep integration of the rural digital economy and the rural revitalization strategy, and accelerate the formation of a new agricultural and rural modernization pattern with digital transformation as the core.

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