

# Optimization Path of Rural Infrastructure Construction in the Context of Rural Revitalization Strategy

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**Abstract:** Building and improving rural infrastructure can not only provide good production conditions for agricultural development and promote agricultural modernisation, but also improve farmers' living environment and promote rural revitalisation. To this end, there is a need to effectively improve the level of governance, build up institutional safeguards, guide farmers' participation and cultivate professional talents in order to promote rural revitalisation and safeguard and achieve sustainable development in agriculture and rural areas.

**Keywords:** Rural; Infrastructure; Sustainable Development

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## 1. Introduction

The construction and improvement of rural infrastructure is conducive to promoting agricultural production, improving farmers' living environment and saving farmers' transaction costs. At present, China's rural infrastructure construction has achieved certain positive results, with obvious improvements in many aspects such as rural roads, farmland water conservancy and communications, but there is still a certain distance from realising rural revitalisation and meeting farmers' needs. Therefore, further promoting rural infrastructure construction and improving the quality and efficiency of rural infrastructure supply is an important issue for realising the objectives of the rural revitalisation strategy and improving farmers' lives.

## 2. The Inner Logic of Promoting Rural Infrastructure Development in the Context of Rural Revitalization Strategy

### 2.1 Helpful in promoting a thriving industry

Sound rural infrastructure is the material basis for the revitalisation of the countryside and the capital for the flourishing of industries. Insufficient investment in infrastructure will lead to a variety of problems such as slow growth in agriculture and deterioration of the rural environment. Actively promoting rural infrastructure development in the context of new rural construction is conducive to integrating resources to stimulate rural production, reduce agricultural production costs and promote sustainable agricultural development and agricultural modernisation. In recent years, the No. 1 document of the Central Government has repeatedly put the focus on infrastructure construction in rural areas and promoted the upgrading of rural areas.

### 2.2 Contribute to ecological livability

Good rural infrastructure is a prerequisite for ecological livability and is conducive to promoting prosperity and rural revitalisation. At present, China's rural areas are still relatively backward, and there are still problems of insufficient supply of production and living facilities for farmers, low supply efficiency and obvious regional disparities, which cannot meet the real needs of farmers' production and living.

### 2.3 Contribute to the promotion of rural civilization

The development of rural infrastructure not only boosts consumption, raises farmers' incomes, promotes the development of

non-agricultural industries, modernises agriculture and improves farmers' living environment, but also helps strengthen external ties and exchanges, promotes rural civilisation and reduces the gap between urban and rural areas, bringing both social and economic benefits.

### **3. Constraints in promoting rural infrastructure development in the context of rural revitalization strategy**

#### **3.1 Governance capacity needs to be improved**

Local governments' awareness and capacity to govern are important factors influencing the planning and implementation of rural infrastructure, and due to local governments' performance preferences and governance capacity, the construction and management of rural infrastructure is prone to a variety of problems. On the one hand, local governments have a weak sense of contract and cooperation, and are prone to misalignment in the construction of rural infrastructure due to performance orientation and profit-driven, not paying attention to the various risks that may result, and lacking a comprehensive plan for rural infrastructure development, which can easily lead to a disconnect between decision-making and rural reality. On the other hand, the government side's official consciousness and the enterprises' profit-seeking consciousness make both sides focus more on financing and construction, while neglecting issues such as the efficiency and quality of cooperation, long-term operation and public satisfaction, and failing to bring the advantages of joint governance into play through equal consultation. Local governments often promise high rates of return or ignore risks in order to complete the task of attracting capital, resulting in distortions in the practice of rural infrastructure provision. In addition, problems of untimely approval, shirking of responsibilities, and inadequate management and supervision also negatively affect the operation of rural infrastructure projects.

#### **3.2 Institutional safeguards need to be strengthened**

Institutional construction is still inadequate and lacks a suitable institutional environment for development. First of all, the current system related to rural infrastructure construction is still backward, lacking a perfect property rights protection system, credit system, supervision system and assessment system is not yet perfect, industry management is not quite standardized, investment rights and interests are not fully protected, which greatly affects the effect of rural infrastructure application; the weak supervisory force, heavy approval and light supervision, non-punishment and light punishment are the drawbacks, which easily cause enterprises to ignore the interests of farmers. The phenomenon of disregard and encroachment by enterprises on the interests of farmers; the uneven level of operation and service of enterprises makes it difficult to ensure quality service, which brings greater risk potential to the project. Secondly, the government's support for rural infrastructure development in terms of finance, taxation and finance is insufficient, and the relevant land policies, management and care mechanisms and other supporting systems are not yet sound.

#### **3.3 Farmers' interests easily ignored**

As the end-user group of rural infrastructure, farmers' legitimate needs should be given full attention. However, at present, farmers and village collectives are easily marginalised due to the lack of channels to express their interests, farmers' needs are not responded to in a timely and effective manner, communication and feedback between the government and farmers are not yet sufficient, and in many places, rural infrastructure projects are out of line with the local situation and farmers' needs, and the application of technology does not meet the needs of the land. Problems such as difficulties in project maintenance, high operating costs and inconvenience in use make rural infrastructure development deviate from the original purpose of safeguarding the public interest.

### **4. Optimization path for promoting rural infrastructure construction in the context of rural revitalization strategy**

#### **4.1 Upgrading governance and strengthening collaborative governance**

Local governments should effectively improve their sense of contract and cooperation, and improve the initiative and science of governance. Firstly, local governments need to adequately plan, evaluate and control risks of projects, put an end to the rush for quick success, optimise the allocation of resources according to the differences in local conditions and the priorities of infrastructure development, and select suitable rural infrastructure projects based on a full examination of rural realities with full justification of

demand conditions, local financial capacity, investment returns and other factors. Secondly, we should build a government based on the rule of law and integrity, improve the scientific and democratic nature of the decision-making process for rural infrastructure, backed by the rule of law, guaranteed by contracts, and adhering to the concept of win-win cooperation in which rights, responsibilities and benefits are equal, so as to strengthen multi-dimensional collaborative governance and form a governance situation in which all parties coordinate and interact positively. Once again, efforts will be made to strengthen internal skills, enhance the capacity in planning, decision-making, cooperative and shared governance, supervision and management, and integrate various resources to fully perform the functions of supervision, management and guidance.

## **4.2 Building a strong institutional guarantee to stimulate investment**

Firstly, improve the relevant policy system and keep the policy precise and appropriate. Improve the credit management system and property rights system in order to build a firm institutional foundation for property rights protection; avoid excessive intervention of administrative power in projects and strengthen the system's constraints and supervision of power; establish a project tracking mechanism and a stop-loss mechanism to prioritise the prevention and control of various risks. Second, strengthen institutional constraints and form a social environment with a sound credit system. Improve the information sharing mechanism and the way to pursue responsibility, implement a life-time responsibility system for projects, and build a responsibility system with clear authority and responsibility and effective constraints. Once again, enhance financial, tax and credit support policies, increase support for remote and backward areas, stimulate investment momentum and vitality, improve supporting systems such as land policies, financial services and management and care mechanisms, solve the current problem of inadequate supporting systems, and promote rural infrastructure construction in a standardised and orderly manner.

## **4.3 Guiding farmers' participation and safeguarding their interests**

The implementation of rural infrastructure projects must be people-oriented, not forgetting the original intention, and must fully respect the wishes of farmers, rely on rural organisations to mobilise the masses, and actively guide farmers to participate in rural construction. Firstly, we should serve the needs of rural development and farmers, publicise them in an easy-to-understand manner, strengthen multi-channel interaction, cultivate farmers' awareness of participation, fully understand their core needs for the countryside, use them as the basis for careful planning, effectively meet the needs of rural development and farmers' interests, and effectively safeguard their rights and interests. Secondly, we should improve the channels for expressing demands, standardise the system for collecting and giving feedback to farmers' opinions, provide convenience for farmers' participation and guarantee the realisation of their rights of expression. Finally, there is a need to increase information disclosure to safeguard farmers' right to information and the right to choose, to fully listen to farmers' opinions and suggestions in public policies, to stimulate farmers' desire to participate in management and supervision, and to increase the sense of access of farmers' groups. Only when the will of farmers is effectively expressed and properly dealt with in a timely manner can their legitimate rights and interests be better protected and they can better play their role as masters of supervision, management and advice.

## **5. Conclusion**

The rural revitalisation strategy places higher demands on the construction of China's rural infrastructure. To achieve sustainable development of rural infrastructure, it is necessary to clarify the purpose, reshape the concept, strengthen the internal strength, build a solid institutional guarantee and give full play to the participation of farmers.

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