

Let local villagers be the main target of rural revitalization——Taking "Future Rural Experimental Zone" in Qingshan Village for an example

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Abstract: The implementation of China's rural revitalization strategy has entered the second stage. All regions are formulating goals and plans. Based on the consolidation and expansion of poverty alleviation results, rural construction actions have been initiated to promote the integrated development of urban and rural areas, and promote high-quality and high-efficiency agriculture and rural livability. It is suitable for business, and the farmers are prosperous and prosperous. Through the investigation and analysis of the "Future Rural Experimental Area" in Qingshan Village, Yuhang District, Zhejiang Province, this paper proposes that the implementation plan for rural revitalization should be designed based on the people, and farmers should be the protagonists of rural revitalization. At the same time, it is pointed out that educational revitalization is the soul of rural revitalization, and the return of education is the foundation of rural revitalization.

Keywords: rural revitalization, farmer focused, Qingshan Village

1. Introduction

The overall requirements of China's rural revitalization strategy are industrial prosperity, ecological livability, rural civilization, effective governance, and a prosperous life. Specifically, from the perspective of "agriculture, rural areas and farmers", it can be understood as making agriculture a promising industry, making farmers a charming profession, and making rural areas a beautiful home for living and working. In the first phase of the implementation of the rural revitalization strategy, in-depth practice and exploration have been carried out across the country, and remarkable results have been achieved. Qingshan Village in Yuhang, Zhejiang is a good example of the phased results of the rural revitalization strategy. The author was fortunate to listen to (review) the Zhejiang Rural Operation Lecture on March 3, 2021 in Qingshan Village with the theme of "Cultural Empowerment, Tourism Activation", and had a great impact on Qingshan Village's operators and new villagers. From the WeChat public account of Qingshan Village, the author learned more stories about Qingshan Village and also had some thoughts about the follow-up development of Qingshan Village's future rural experiments.

2. Achievements of rural revitalization practice in Qingshan Village

2.1 The water source protection pilot

Starting from the protection of water sources, Qingshan Village leveraged the participation of nearly 300 million yuan of social capital with a public welfare investment of less than 1 million yuan, introduced TNC(The Nature Conservancy) and Shanshui Fund No. 1, and built the country's first small water source protection pilot. It has built an open collaboration platform integrating environmental protection, public welfare, commerce and finance.

2.2 The nature school

The Qingshan Nature School has been built in Qingshan Village, which has attracted many public welfare activities, team building activities, and research activities to be carried out here.

2.3 The Rong Design Library

And Rong Design Library, the first "traditional material library" in China has been built as well, exhibiting more than 3,000 traditional handicrafts and intangible cultural heritage from more than 300 workshops in 31 provinces. With "design" as the starting point, the library sorts out and deconstructs traditional handicrafts and materials by using the idea of book classification, and provides them to designers around the world, with a view to the integration of traditional culture and modern art. The library project attracted more than 200 local villagers to join, and it has also brought them a certain amount of economic income.

2.4 Governance participation

The "new villagers" of Qingshan Village participated in governance and formed a discussion system for new and old villagers. The new villagers acted as the environmental director and aesthetic director of the village, and the "Nature's Good Neighbors" plan was also adopted by the village committee.

Because of the impressive results, China's first "Future Rural Experimental Zone" in Qingshan Village, Yuhang District, Hangzhou City was officially launched with the support of the government. Yuhang District will strive to form a "future village" construction model focusing on "future villages, future village businesses, future village culture, future village governance, and future villagers" in three years.

3. The problems that Qingshan Village may face in future rural experiments

3.1 Lack of running staff.

The future rural experiment is a huge systematic project, and the operation team needs a large number of professionals and people with feelings to work in this small mountain village for a long time. So far, it has been mostly made up of passionate young people, environmental volunteers and artists. Younger villagers also return to work, but only in very small numbers. Ways need to be found to establish long-term mechanisms for human resources.

3.2 Unable to keep guests.

Due to the convenient transportation, most of the tourists to Qingshan Village will not stay overnight in the village after visiting the Rong Design Library, experiencing traditional handicraft production, and listening to nature education courses. In this case, there is no consumption. Homestays, B&Bs, restaurants and shops are difficult to develop. The problem of how to get the visitors to stay a little longer needs to be solved.

3.3 Think little of local farmers.

With abundant funds, strong government support and numerous customer resources, the operation team is leading the implementation of rural revitalization in Qingshan Village. And the local village committee and villagers have played an active role in cooperation. Although there are new villagers willing to stay, most will leave at some point for various reasons, and then wave after wave of new villagers may come and go. The nonlocals are visitors, and the owners of the village are the local villagers. If the future village construction does not fully consider the factors of the indigenous people, it will only be superficial prosperity. Generally speaking, it is a question of sustainability.

4. Reflection on the future rural experiment of Qingshan Village

4.1 External force activated, internal force sustained

With the efforts of the operation team, Qingshan Village has established Qingshan Tongxin Hui, which has gathered a group of volunteers, returnees designers and enterprise executives, and has gathered more than 30 operating entities such as social welfare organizations and cultural and creative enterprises. At the same time, Qingshan Nature School was established, offering high-quality nature education courses, which attracted people of different ages and occupations from all over the world to

study here. The overall impression is that the mountain village is busy and booming.

However, this model only creates a paradise for the people outside the village, and the local villagers just watch, cheer, and assist. Although the villagers get some income from it, for example, by joining Rong Design Library's knitting, embroidery, woodworking and other projects, they can earn nearly 3,000 yuan a month; by renting out village halls and handicraft workshops, the village collective income increased by 300,000 yuan per year; some villagers can also collect rent from nonlocals by renting out rooms; a small number of capable villagers can join the operation team to get wages. However, these incomes for improving the lives of the villagers are all dependent on external forces. Imagine if one day the operating team is withdrawn, the artists is not coming, the amusement facilities is rusted and ruined, and the funds is gone... .. Will the village turn back to its original form? Therefore, it is believed that in order to revitalize the countryside thoroughly, it must be people-oriented, and the indigenous people must be the protagonists to have the internal driving force for sustainable development.

4.2 Developing education is a sustainable force for rural revitalization

Qingshan NatureHub WeChat public account once released a notice of "February Qingshan Nature School is open to children in nearby villages and towns", stating that "Welcome to the school to study, read, and play board games (Qingshan Nature School has a series of intellectual board games) . Do not accept video games, short videos, or loud noises. You need to bring your own water cup (free drinking water, heating, microwave oven)". Netizen "Happy Rabbit Fish" left a message, "Ah, can I do homework and study at any time?" Qingshan NatureHub replied: "Welcome! Remember to come on working days." Seeing this news, we couldn't help but praise the kindness of Qingshan Nature School. While seeing the message reply, it's like a knuckle in the throat. Everyone knows that children have classes on weekdays.

There's another post Qingshan NatureHub released for recruiting environmental education instructors. Netizen "Danhua" left a message: "How much is the child's tuition for a year?" Qingshan NatureHub replied: "Hello, we are not a full-time school, we offer after-school courses." We can't help but sigh, it's a pity that it's not a full-time school.

With the improvement of China's infrastructure, highways, Internet, all roads to the countryside. The teaching facilities in the city can be moved to the mountain village, but the clear water and green mountains can not be moved to the city. The reality is that children outside want to study and play among the green mountains, and children in the village have to go to primary school in the town center 6 or 7 kilometers away. It is strongly recommended to rebuild the full-time Qingshan Primary School, to make it a future rural school integrating nature, traditional culture and modern science and technology. This is to inject permanent vitality into Qingshan Village.

Qingshan Nature School is built in the original Qingshan Elementary School site. According to the "Qingshan Nature School 2021 Annual Event Calendar", the courses and activities offered include farming and food education, creative natural handicrafts, Eco sustainable life education, nature observation and experience, outdoor sports, etc. The content is rich and colorful, integrating nature, culture and life. It can be seen that they already have advanced educational ideas and are trying to put them into practice.

With the above foundation, we can draw the outline of our ideal future Qingshan Natural School: a well-designed campus, school buildings, tables and chairs; local children can go to school for free, and non-local children need to pay sponsorship fees; a group of young teachers who love nature and education take root in Qingshan; another group of teachers, doctors, and artists who have retired but are still young in nursing homes live in Qingshan and become education and health mentors; a number of entrepreneurs, designers, and volunteers offer elective courses and lectures for children and villagers; in addition to regular courses and special elective courses, each child can have his own research project, just like the learning model of High Tech High School in the United States. If so, wouldn't it become the country school that everyone yearns for? And Qingshan Village is full of permanent vitality because of the development of education.

Educational revitalization is the soul of rural revitalization. It is very important to develop pre-school education, fundamental education, rural vocational education, family education, and elderly education, and to form a lifelong learning concept and education system, so that villagers can increase their knowledge, improve their skills, broaden their horizons, improve their literacy, and inspire their respect for nature. Finally, they will consciously protect the environment, love their

hometown and be proud of it.

5. Conclusion

The achievements of Qingshan Village are well known, and we do not need to repeat. This article wants to point out that Qingshan Village did not consider human factors enough when making development plans. This is like teaching design, the subject of learning is students, and teaching design should be student-oriented. If we compare the future rural experiment in Qingshan Village to an open class, the operation team is the teacher who teaches the lecture, the volunteers and tourists who come and go are the observers, and the aborigines are the students. Only when the village learns to develop itself can it be truly revitalized.

Another point, since it is an experiment, when the experiment is successful, the experience must be promoted and applied to more places. So the success of the future rural experiment should be able to be replicated. For traditional handicrafts, research bases, walking trails, B&Bs and other reproducible concepts, many villages have successfully implemented them in the first phase of the rural revitalization strategy. The experiment in the future village of Qingshan Village is to solve the problems of the second and third stages. Qingshan Village's paradise-like natural conditions, strong fund support, and a talented, dreamy and resource-integrated operation team are relatively unlikely to replicate. These are key factors of success. In this view, the future rural experimental design of Qingshan Village is worthy of further exploration and improvement.

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