

Research on the Path of Promoting the Common Prosperity of Farmers and Countryside in the New Era

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Abstract: *The way of governing a country starts with enriching the people. The arduous task of promoting common prosperity in the new era lies in the countryside, where we have made many achievements, but we have also encountered a series of problems, such as unbalanced urban and rural development, weak rural new collective economy, unbalanced rural regional development, unbalanced simultaneous development of rural material civilization and spiritual civilization, and the urgent need to improve the rural ecological environment. The path to promote farmers' common prosperity in rural areas specifically includes: vigorously developing rural industrial economy, promoting common prosperity with industrial revitalization; Strengthen the construction of rural civilization and enhance the spiritual prosperity of farmers; Stimulate the endogenous growth momentum of farmers and guide them to work hard to become rich; Building livable, suitable for work, and beautiful rural areas to achieve green development; Developing a new type of rural collective economy, increasing farmers' income, and so on.*

Keywords: *New Era; Common prosperity; Farmer countryside*

1. Introduction

The report of the 20th National Congress clearly pointed out that "Chinese path to modernization is the modernization of common prosperity for all people"^[1]. President Xi stressed that "to promote common prosperity of farmers in rural areas", "to promote common prosperity, the most arduous and arduous task is still in rural areas"^[2]. It can be said that President Xi accurately grasped the key point of China's common prosperity construction in the new era - the common prosperity of farmers and rural areas, and put forward a series of important instructions. Marx and Engels believed that "agricultural labor is the natural basis and prerequisite for the independent existence of all other labor"^[3]. As an important dimension of common prosperity for all Chinese people, common prosperity for farmers in rural areas requires us to understand the realistic basis of common prosperity and possible problems, and explore the path of common prosperity for farmers in rural areas.

2. Realistic basis for promoting rural common prosperity

In the new stage of development, the Party led the people of the whole country to make joint efforts and forge ahead, and finally completed the difficult task of poverty alleviation and built a well-off society in an all-round way, which is the realistic basis for the current common prosperity of farmers and rural areas in China.

2.1 Completed the historic task of poverty alleviation

From a historical perspective, since the founding of New China, the CPC has been leading the people to declare war on poverty. Until February 25, 2021, at the National Poverty Alleviation Summary and Commendation Conference, President Xi solemnly declared that China's poverty alleviation campaign had achieved comprehensive victory, and this historical process was finally successfully completed. This great honor belongs to the Chinese people, the CPC, and the Chinese nation. In this process, the CPC has led the people of all ethnic groups in the fight against poverty, and these great achievements have laid a solid material foundation for the common prosperity of all Chinese people, provided material security, and made great contributions to the cause of global poverty reduction. In a new historical period of unprecedented changes, the victory of this battle undoubtedly laid the foundation for the further development of our country.

2.2 Fully built a moderately prosperous society

Since Comrade Deng Xiaoping proposed the concept of "moderately prosperous", its connotation has also been continuously enriched and developed. The term "moderately prosperous" can be traced back to the pre Qin period in the "Book of Songs · Daya · People's Labor", which means "the people are also tired, and can enjoy a moderately prosperous life", taking the meaning of "people's health". A moderately prosperous society reflects people's yearning for a better life in the excellent traditional Chinese culture. In 1990, the 7th Plenary Session of the 13th Central Committee of the Communist Party of China gave a clearer definition of "a moderately prosperous society"^[4]. "The so-called level of moderately prosperous society refers to the further improvement of the quality of life on the basis of food and clothing, and the achievement of abundant clothing and food. This requirement includes both the improvement of material life and the enrichment of spiritual life; it includes the improvement of individual consumption levels of residents, as well as the improvement of social welfare and labor environment. Nowadays, China's total economic output has jumped to the second place in the world. In 2021, the per capita GDP has reached \$12551, breaking the \$10000 mark and approaching the lower limit of the per capita level of high-income countries. After several generations of concerted efforts by the Chinese people, the vision of a moderately prosperous society has finally come true. People live and work in peace and contentment, living a better and more hopeful life day by day. People's mental outlook is even more brand-new, their amateur cultural life is more abundant and abundant, and people's lives are thriving and thriving. These beautiful lives are all earned by the people of the whole country under the leadership of the CPC. We should work harder to create a better life with the Party.

3. Prominent problems in promoting rural common prosperity

Common prosperity is the essence of Chinese path to modernization, and solid promotion of common prosperity needs a strong material foundation as a guarantee. Since the reform and opening up, the economy of rural areas in China has been greatly developed. At the same time, we should also see that the task of promoting the common prosperity of farmers in rural areas in the new era still faces many challenges. The outstanding problems are the unbalanced development of urban and rural areas, the weak new rural collective economy, the unbalanced development of rural areas, the unbalanced simultaneous development of rural material civilization and spiritual civilization, and the urgent need to improve the rural ecological environment. The existence of these problems will, to a certain extent, lag behind the progress of the construction of farmers' rural common prosperity, thus affecting the overall realization of China's common prosperity.

3.1 Unbalanced urban-rural development

For a long time, the development of urban and rural areas in China has shown a binary opposition structure, which is determined by the special historical conditions since modern times in China. After the establishment of the People's Republic of China, the country has been vigorously developing urbanization and industrialization. Therefore, we have allocated a large amount of human, material, financial and other resources from rural areas to promote the industrial development of cities. After the reform and opening up, rural labor and land resources still play an important role in the rapid development of cities in China. After decades of rapid development, China has become the world's second largest economy and is increasingly playing a crucial role in international economic activities. Therefore, we have enough confidence and material conditions to revitalize and support rural development in China, so as to achieve common prosperity. However, revitalizing rural areas needs to focus on the overall pattern of urban-rural integration development. After the reform and opening up, a large number of young rural labor began to pour into cities to participate in urban construction. We enjoy the demographic dividend released by the reform and opening up. Although the negative impact of urbanization and industrialization on the development of agriculture and rural areas has been alleviated, farmers still pay more and earn less, and rural areas are still relatively backward. Therefore, on the road to common prosperity, it is necessary for farmers to obtain more benefits and share more development achievements, so as to truly realize the integrated development of urban and rural areas.

3.2 Weak rural new collective economy

China is a large agricultural country for thousands of years, but the rural collective economy in China is very weak. The reason is that China has long been in the traditional small-scale peasant economy mode. Rural collective assets such as land and other means of production are "subcontracted to households", and the scale of operation is generally relatively small, which does not form a strong collective economic

advantage. Even farmers' professional cooperatives that have been promoted for many years still need to continue exploring and have not yet found a successful path that can be widely promoted. It can be said that the current production mode in rural areas of China is mainly based on family operation, supplemented by the collective economy model. Although the family management model solves the productivity of basic farmland and the problem of family food and clothing, there is still a long way to go from prosperity. Compared to household management, the collective economy model can not only better concentrate resources and improve productivity, but also form a large-scale branding, leading to modern industrialization and commercialization of agricultural production.

3.3 Uneven development in rural areas

Despite more than forty years of reform and opening up, the appearance of farmers and rural areas in China has undergone significant changes. The lives and material conditions of the majority of farmers have undergone significant development, especially after the completion of the poverty alleviation campaign, absolute poverty has become history. However, just like the phenomenon of uneven development between different regions in China, there is also a state of uneven development within the majority of farmers and rural areas. It has become a prominent problem that restricts the realization of common prosperity of farmers and rural areas in China. Specifically, the uneven development of farmers and rural areas in China mainly includes the following aspects:

Firstly, the pressure to return to poverty varies. Since ancient times, poverty has always been the biggest survival problem faced by Chinese farmers. Although absolute poverty was eliminated in rural areas of China in 2020, it has not yet truly entered the stage of comprehensive prosperity, and the current stage is in a new phase of relative poverty. The overall characteristics of current relative poverty are the existence of unstable low-income populations and marginalized populations that are prone to poverty^[5], as well as a relatively poor population with a scale of nearly 160 million^[6]. Therefore, the Fourth Plenary Session of the 19th Central Committee of the Communist Party of China proposed: "We will resolutely win the battle against poverty, consolidate the achievements of poverty alleviation, and establish a long-term mechanism to solve relative poverty^[7]."

Secondly, there is an imbalance within the same region. China is a vast country with different areas among different provinces. Even within the same provincial administrative region, there are differences in landforms and history. Due to these differences, even farmers and rural areas within the same province face the problem of uneven development. Even in coastal areas, such as southern Jiangsu in Jiangsu Province, the level of rural economic development is significantly higher than that in northern Jiangsu. Rural development in mountainous areas such as Quzhou and Lishui in Zhejiang Province lags far behind that in coastal areas such as Wenzhou and Taizhou. Rural development in Anhui Province, located around cities, is better than that in mountainous areas.

3.4 The development of rural material civilization and spiritual civilization is not synchronized

President Xi pointed out that "common prosperity is the common prosperity of all people, and the people's material life and spiritual life are rich^[8-9]." Since the 18th National Congress of the Communist Party of China, the material life of the people has greatly improved, especially in rural areas. At the same time, the people have a higher pursuit of spiritual prosperity. However, in most rural areas of China, the spiritual life of farmers is still relatively poor, mainly manifested in their low level of cultural education and consumption. The education level of farmers is generally not high. Villagers with relatively high education levels either go to school or work outside. Those who stay in the village with a secondary school education are considered to have relatively high education levels, which also leads to many farmers still having outdated ideas such as "waiting, relying, and demanding", although they yearn for a better and happy life, but in terms of actions, they lack the motivation to pursue a better and happy life, waiting for the help of government departments, and it is difficult to achieve dual prosperity.

3.5 Urgent Improvement of Rural Ecological Environment

Once upon a time, although the level of economic development in rural areas of China was not sufficient, they also had a good ecological environment. The food grown by farmers was safe and reliable, and could be consumed directly. However, with the development of the social economy and the continuous expansion of cities, more and more garbage is generated. Some of this garbage is treated and landfilled harmlessly, while a small portion is transported to rural areas, especially in the urban-rural junction and suburban areas. Many urban garbage occupies the space, causing the ecological environment in rural areas to deteriorate. In addition to garbage originating from cities, rural life is also gradually urbanizing, and various white pollution such as plastic bags can be seen everywhere in rural areas. These garbage not only pollutes rural land and causes problems such as land compaction, but also pollutes rural

water sources. These problems have caused great damage to the ecological environment of farmers and rural areas. The rural ecological environment problem has become an important problem that must be solved for farmers to move towards common prosperity in rural areas. At the same time, improving the living environment of farmers is an important part of rural revitalization, which can not only promote the physical and mental health development of farmers, but also facilitate the modernization of rural areas.

4. Optimizing the path of promoting farmers' common prosperity in rural areas

The new era means a new stage of development. We have reached the historical turning point of solidly promoting the common prosperity of farmers and rural areas, and are also facing many difficulties and challenges. How can we resolve these problems? Specifically, we should start from the following aspects and grasp these five implementation paths.

4.1 Vigorously develop rural industrial economy and promote common prosperity with industrial revitalization

The 19th National Congress of the Communist Party of China proposed to implement the rural revitalization strategy with the overall requirements of "prosperous industry, livable ecology, civilized rural culture, effective governance, and prosperous living"^[10]. It can be seen that the development of rural industries is the first step to revitalize the countryside and realize the common prosperity of farmers and rural areas. President Xi pointed out: "To build an agricultural power, we must focus on rural revitalization" "Industrial revitalization is the top priority of rural revitalization and also the entry point for practical work". In rural areas lacking industries, it is difficult to retain talents, and the path for farmers to increase their income and become rich is not wide. It is also difficult to carry out various cultural activities. Therefore, it is necessary to truly build rural industries and form cluster benefits. The implementation of industrial revitalization is the primary task of rural revitalization. It is an important driving force to improve the level of agricultural modernization, stimulate rural economic growth, increase farmers' income and promote farmers to achieve common prosperity in rural areas. At present, China's rapid economic growth has been transformed into high-quality development. To achieve high-quality agricultural development and promote China's transformation from a traditional agricultural power to a modern agricultural power.

The inadequate and imbalanced development of rural areas seriously restricts their economic development. Rural revitalization is an inevitable requirement for achieving common prosperity. "If China wants to be strong, agriculture must be strong; if China wants to be rich, farmers must be rich; if China wants to be beautiful, rural areas must be beautiful." Only when the countryside, agriculture and farmers have achieved modernization can China be built into a modern socialist power and achieve common prosperity for all people. The nation needs to be revitalized, and the countryside must be revitalized. The original intention and mission of the CPC is to seek happiness for the people and rejuvenation for the nation. We believe that under the leadership of the CPC, we will realize the great Chinese dream of rural revitalization and common prosperity.

4.2 Strengthen the construction of rural civilization and enhance the spiritual prosperity of farmers

Since the reform and opening up, there have been two prominent issues that have been troubling rural society in the process of modernization: firstly, the imbalance in urban-rural development, and secondly, the imbalance in material and spiritual construction within rural areas. The spiritual prosperity of farmers should be consistent with the modernization of agriculture and rural areas and the modern rural governance system that combines autonomy, rule of law, and moral governance. The modernization of agriculture and rural areas has laid a solid material foundation for the modernization of farmers. The material prosperity of farmers creates conditions for their spiritual prosperity, and also prompts them to generate higher levels of spiritual and cultural needs with the improvement of material conditions. At the same time, with the improvement of the spiritual and cultural level of farmers, it also promotes the creation of material wealth, thereby promoting comprehensive human development and social progress. President Xi pointed out: "To promote rural modernization, not only the material life should be rich, but also the spiritual life should be rich. The construction of rural spiritual civilization should be combined with the inheritance of excellent farming culture, combined with the common values that farmers use everyday without being aware of, and promote the rural customs of being close to neighbors, watching and helping each other, and being honest and respectful." "Realize the harmonious development of material civilization and spiritual civilization".

4.3 Stimulating the endogenous growth momentum of farmers and guiding them to work hard and become rich

Previously, the income from poverty alleviation in rural areas was mostly exogenous, relying on government policy support and experiencing significant fluctuations due to external environmental influences. The impoverished population is prone to returning to poverty, and unstable sources of income can easily lead to another return to poverty. Therefore, to consolidate the achievements of poverty alleviation and prevent large-scale return to poverty, it is necessary to enhance the endogenous development momentum of poverty-stricken areas and people. President Xi attaches great importance to stimulating the endogenous driving force of farmers in poverty-stricken areas, and points out: "Adhere to the principle of the masses, stimulate endogenous driving force... cultivate the skills of the poor to develop production, work and business, organize, guide, and support the poor to use their hard work to achieve poverty alleviation and prosperity, and use the endogenous driving force of the people to support poverty alleviation." The so-called "endogenous development motivation" refers to the vitality that enables the subject to maintain development independently of external factors, including the subject's self-development ability and willingness. "From this, it can be seen that endogenous development is a development model that guides rural farmers to spontaneously develop, or can be said to be an independent development model. This model is sustainable because it mobilizes the consciousness and initiative of the farmers in their development. To put it simply, the most critical factor to achieve the common prosperity of farmers in rural areas is the endogenous power of farmers to become rich through hard work.

At present, some poverty-stricken areas still have a lazy mentality of "waiting, relying, and demanding", and the task of consolidating the achievements of poverty alleviation in poverty-stricken areas is arduous. Therefore, it is necessary to stimulate the endogenous growth momentum of farmers and achieve prosperity through hard work. We need to cultivate the spirit of self-reliance, hard work, and self-improvement among the farmers in poverty-stricken areas, and change the backwardness through hard work. Teaching people to fish is not as good as teaching them to fish. "We should guide farmers in poverty-stricken areas to master one or two survival and employment skills, as the saying goes," If a family has a thousand gold, it is better to have thin skills. "In addition, we should adhere to poverty alleviation, and first of all, we should support our aspirations and wisdom." Aspiration "represents that poverty-stricken farmers need to have endogenous development motivation, which means they need to be" wealthy ". And 'intelligence' represents that poverty alleviation farmers need the ability to become rich, which means they need to have 'pockets of wealth'. Therefore, poverty alleviation and prosperity require both the spirit and ability to overcome poverty, and the two must be unified. As President Xi pointed out, "Poverty alleviation should be combined with the support of intelligence and determination. Intelligence and determination are internal forces and internal causes."

Some scholars believe that the endogenous development of farmers' rural common prosperity "means that in the field of farmers' rural common prosperity, multiple subjects, based on common action, comprehensively activate farmers' rural endogenous development power and development ability through advanced organization guidance, integration of social forces, strengthening of cultural identity, collective economic security and other ways, so as to contribute to the sustainable development of common prosperity." Therefore, we need to change the development model of farmers and rural areas relying solely on "external blood transfusion" assistance. We should encourage farmers and rural areas to take the endogenous development path of "self hematopoietic". Only by taking an endogenous and sustainable development path can the problem of poverty be completely solved and the common prosperity of farmers and rural areas be realized. Stimulating the endogenous growth momentum of farmers in rural areas plays a crucial and important role in their hard work and innovative spirit. Farmers play an important role in the process of achieving common prosperity in rural areas. To achieve common prosperity in rural areas, farmers should ultimately rely on their own hard work and wisdom to create wealth, improve living standards, and achieve a prosperous and stable life.

4.4 Building livable, business-friendly, and beautiful rural areas to achieve green development

Promoting the common prosperity of farmers and rural areas is by no means an overnight thing. It cannot be achieved overnight, nor can common prosperity be simply understood as letting farmers "raise their pockets". In recent years, with the pursuit of economic growth, the level of economic development in many rural areas has indeed improved significantly, but there have also been many environmental issues. Some places, in order to rapidly develop their economy, propose the slogan of exchanging green mountains and rivers for gold and silver mountains. Examining the development of these places, it can be found that the so-called gold and silver mountains have not really accumulated, but the once green mountains and rivers have become garbage like mountains, and the once beautiful countryside has lost itself in the blind pursuit of the city.

A good ecological environment is the greatest advantage and precious wealth of farmers in rural areas. President Xi pointed out that "green waters and green mountains are golden mountains and silver mountains", and the development of rural areas should take the path of green and sustainable development based on their own conditions. The No. 1 central document of the Central Committee of the CPC in 2023 pointed out that to "solidly promote the construction of livable, businesslike and beautiful villages", the development of rural areas should not follow the backward model of "development before governance" or "development while governance", but should adhere to the green development model and develop industries according to their local characteristics and local conditions. In the process of building common prosperity, the rural areas should always adhere to the concept of green development, take the beautiful and natural pastoral scenery as the charm of attracting investment, so that we should not only find ways to develop an economically prosperous life, but also keep the green water and green mountains, so that the majority of farmers can become healthy and prosperous, so that the countryside can always retain a nostalgia for the city. At that time, the countryside in our country must have a clean and upright atmosphere, filled with the spirit of civilization everywhere. It will also become a beautiful countryside where people can see mountains, water, and nostalgia, living in harmony with nature.

4.5 Developing a new type of rural collective economy and increasing farmers' income

The development of the rural economy ultimately depends on the farmers themselves. The development model of the rural economy should follow a different path from that of the city. The biggest difference between the rural economy and the city is that it can follow the collective economy route. President Xi pointed out: "We should take the political direction of the rural revitalization strategy, adhere to the nature of collective ownership of rural land, develop a new type of collective economy, and take the road of common prosperity." The rural collective economy has multiple natures. In addition to developing the economy, it also has a certain role in social organization and management, and has a unique role in building common prosperity in rural areas. The past rural collective economy has played a very important role in poverty alleviation. For the future construction of rural common prosperity, we should continue to play a good role in the rural collective economy.

In December 2022, Xi delivered an important speech at the Central Rural Work Conference on "Accelerating the Construction of an Agricultural Power and Promoting Agricultural and Rural Modernization". The Central Committee of the Communist Party of China issued Document No. 1 in 2023, entitled "Opinions of the Central Committee of the Communist Party of China and the State Council on Doing a Good Job in the Key Work of Comprehensively Promoting Rural Revitalization in 2023", which all release the information that the Central Committee of the Communist Party of China attaches great importance to the modernization of agriculture and rural areas in the new era. In the new stage of development, the construction of agricultural and rural modernization requires the development of a new type of collective economy in rural areas, which requires new development mechanisms and professional talent to provide protection. In terms of development strategy, the first step is to adopt differentiation strategy to enhance the competitive advantage of the collective economy.

In terms of professional talents, we need to cultivate a large number of new farmers who are educated, understand agriculture, and love rural areas. Through various preferential policies such as policies, funds, and systems, we support college students to return to their hometowns and start businesses. College students will bring new ideas, professional knowledge, technology, and other advantageous resources. Encourage agricultural universities and research institutes to guide agricultural production activities in rural areas. Moreover, resources such as radio, internet, and television are used to promote the benefits and advantages of developing a new type of collective economy in rural areas at a new stage of development, and to drive farmers to increase their income and become rich by developing a new type of rural collective economy.

5. Conclusions

The way of governing a country starts with enriching the people. Achieving common prosperity is the fundamental goal and essential requirement of socialism, the ardent expectation of the whole Chinese nation for a better life, and an important feature of Chinese path to modernization. The most arduous and arduous task of building a socialist modern country in an all-round way is still in the countryside, and promoting the common prosperity of farmers in rural areas is an important part of realizing the common prosperity of all members of the Chinese nation. Common prosperity not only refers to material prosperity, but also includes spiritual prosperity, both of which need to be coordinated and synchronized. Common prosperity covers different dimensions such as politics, economy, culture, society and ecology. According to Marx's point of view, the ultimate goal of common prosperity is to realize the all-round and

free development of people. We believe that under the leadership of the great CPC, we will achieve common prosperity for farmers and rural areas, so as to achieve common prosperity for all Chinese people and realize the great rejuvenation of the Chinese nation.

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