

A Practical Case Study of “Cun BA” Empowering Rural Revitalization in Guizhou Province

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Abstract: At the Central Rural Work Conference, the national leaders stressed that comprehensively promoting rural revitalization, which is a historic shift in the focus of the work of “three rural areas”, and should do a good job of consolidating and expanding the achievements of poverty alleviation and effectively connecting rural revitalization. Although the current poverty alleviation task has been completed, we should not forget the original intention, keep in mind the mission, hand over the baton of poverty alleviation and rural revitalization, and ensure a smooth transition. In the context of rural revitalization strategy, on March 27, 2023, the finals of the first “Beautiful Countryside” basketball League in Taipan Village, Taijiang County, Qiandongnan Prefecture, Guizhou Province (hereinafter referred to as “Cun BA”) caught the ride of new media and shared the “Big data dividend”, which quickly became popular on the Internet. As a sports activity with local characteristics, “Cun BA” is of great significance for promoting the revitalization of rural culture, promoting the development of rural economy, promoting the harmony of rural society, promoting the development of rural sports undertakings and improving the cultural self-confidence and sense of identity of villagers. This paper is committed to starting from the current situation of the development of “Cun BA”, analyzing the feasibility of “Cun BA” assisting the development of rural revitalization in Taijiang County, and on this basis, putting forward suggestions and countermeasures for “Cun BA” empowering rural revitalization and development, in order to provide a new sample for reference for the rural revitalization strategy of rural cultural inheritance and development, and contribute to the construction of a powerful sports country and a modern country.

Keywords: “Cun BA”, Rural Revitalization and Development, Guizhou Province

1. Background of the implementation of the rural revitalization and development strategy in Guizhou Province

1.1 Policy Tracing of Rural Revitalization Development Strategy

Issues concerning agriculture, rural areas and farmers are fundamental issues affecting the national economy and people’s livelihood. On October 18, 2017, the 19th National Congress of the Communist Party of China upgraded the rural revitalization strategy to a national strategy, and our national leader pointed out in the report of the 19th National Congress that it is necessary to adhere to the priority development of agriculture and rural areas, and implement the rural revitalization strategy in accordance with the general requirements of thriving industries, ecological livable, rural culture, effective governance, and rich life. In order to actively implement the rural revitalization strategy, the central government and various ministries and commissions have issued a number of policy documents in recent years. Documents related to the National Rural Revitalization Strategy have provided important guidance and support for the implementation of the rural revitalization and development strategy. The rural revitalization strategy is an overall and historic task related to comprehensively building a modern socialist country, and it is the starting point for the work of “agriculture, rural areas and farmers” in the new era. We must mobilize the efforts of the whole Party and the whole society to comprehensively promote rural revitalization, accelerate the modernization of agriculture and rural areas, and solve prominent problems in the area of rural livelihood ^[1].

1.2 Strategic plan for rural revitalization and development of Guizhou Province

On September 25, 2023, the Rural Revitalization Bureau of Guizhou Province issued the

Implementation Rules for the Rural Revitalization Responsibility System of Guizhou Province, emphasizing the promotion of rural industry revitalization, leading the overall rural revitalization with industrial revitalization, doing a good job in the “local specialties” article, focusing on key industries, focusing on variety optimization, quality improvement, brand creation and standardized production, and making the industrial chain better and stronger. On December 2, 2021, the Guizhou Provincial People’s Government issued the “Implementation Opinions of the General Office of the Provincial People’s Government on Accelerating the High-quality Development of “Four Good Rural Roads”—“Build, manage, protect, and operate well” to Serve Rural Revitalization (Guizhou Government Office (2021) No. 23)”, emphasizing the improvement of the provincial rural road policy system and the solid promotion of the high-quality development of “Four good Rural roads”. We will effectively link our achievements in poverty alleviation and rural revitalization.

In August 2016, the National Hygiene and Health Conference emphasized that without universal health, there is no all-round well-off society. We should give strategic priority to people’s health development, focus on popularizing healthy lives, optimizing health services, improving health security, building a healthy environment, and developing the health industry, accelerate the construction of a healthy China, and strive to ensure people’s health in all aspects and throughout the whole cycle. As a national strategy, healthy China and rural revitalization and development are a systematic project. The development of “Cun BA” in Guizhou is a microcosm of the development of rural sports in China, which has witnessed the continuous improvement of rural sports facilities and the continuous improvement of farmers’ sports awareness. The basketball culture of Taipan Village in Taijiang County, Guizhou province has become a brand, and the local government has continuously promoted rural revitalization with basketball as the starting point, providing favorable conditions for Guizhou’s rural revitalization and development strategy.

2. Analysis on the development status of “Cun BA” in Guizhou Province

Taipan Village, Taijiang County, Guizhou Province, is located deep in the southeast mountains of Guizhou Province. It is a Miao ethnic village with a population of less than 1200 people. The report of the 20th National Congress of the Communist Party of China pointed out the comprehensive promotion of rural revitalization, the priority development of agriculture and rural areas, and the consolidation and expansion of poverty alleviation achievements. “Cun BA” is a competition developed from the “June 6th” “Eating New” Festival” in Taipan Village, Guizhou Province. The village has a tradition of holding basketball matches during the Eating New Festival for decades. The competition venue is located at the entrance of the village court, organized by villagers, and the participants are mainly villagers. This highly rural style of hosting also makes this event a different passion and significance. In August 2022, a basketball tournament in Taipan Township, Qiandongnan Prefecture, Guizhou province, went viral, and netizens called it “Cun BA” referring to the naming rules of “NBA” and “CBA”. On March 27, 2023, in the championship battle of the first Guizhou Province “Beautiful Countryside” Basketball League Finals, the host team from Qiandongnan Prefecture defeated the Zunyi City team 68-65 to win the championship. From October 25th to 29th of the same year, the “Cun BA” National Finals began in Guizhou Taipan. Specifically, the development and changes of “Cun BA” in Guizhou villages are reflected in the following aspects:

2.1 Site infrastructure

In the past, there was no standardized basketball court, and only tree trunks were used to support rebounds in the mud, accompanied by bamboo baskets. Nowadays, the Taijiang County government has used financial funds to launch a stadium renovation and expansion project, adding a 37 level spectator stand and installing handrails. Supporting facilities such as media interview reception rooms, guest reception and rest rooms, athlete changing and rest rooms have been built, and public health toilets and parking lots were renovated and expanded^[2]. The new stadium has become larger, the ground has improved, the rebounds have been replaced with glass material, and there are more audience seats. Two standard courts and surrounding stands have been established, and this stepped stand overlooks the entire stadium, providing a good visual impact and facilitating villagers to watch better basketball matches. In addition, the new stadium has not only added player entry channels, but also added player lounges and guest lounges. There are also more audience seats than before, which can accommodate more people to watch the game. A new “Cun BA Journalist’s Home” has been built on one side of the stadium for media reporters to work and write articles.

2.2 Scale of sports events

After the explosion of “Cun BA” in Guizhou province, the scale of the competition has changed greatly, which is mainly reflected in the number of participating teams and the number of participants. For example, the first national village basketball Competition held in 2023, the “Cun BA” Finals, and eight basketball teams from various provinces, cities, and towns across the country participated in the competition. However, before the competition became popular, the number of participating teams may be relatively small, and the scope of participation may mainly be concentrated within Guizhou Province. In addition, there has been a significant increase in the number of participants. The 2023 “Cun BA” finals were held in Taipan Village, Guizhou province, which attracted a large number of spectators, even surpassing some Chinese Super League games. However, before the “Cun BA” was popular, the number of people attending and watching the event may be relatively small. In general, the scale of the events before and after “Cun BA” became popular in Guizhou Village has significantly expanded, and the scope and number of participants have significantly increased.

2.3 Cultural atmosphere

In the past, the basketball culture in the village had not yet formed. Nowadays, Taipan Village has become popular all over the internet, creating a strong basketball atmosphere. The cultural atmosphere before and after the popularity of “Cun BA” in Guizhou can be compared from the following aspects: The first is the participation of villagers. In the past, Cun BA’s influence was relatively small and the number of people involved was relatively small. Nowadays, with the popularity of “Cun BA”, more and more people began to pay attention to and participate in the event, forming a strong cultural atmosphere. The second is cultural integration. In the past, the cultural atmosphere of “Cun BA” was relatively single, mainly dominated by rural culture. Nowadays, the “Cun BA” competition has incorporated more ethnic elements and local characteristics, transforming the stadium into a national cultural stage and forming a unique cultural brand. The third is the new cultural phenomenon. Behind the popularity of the “Cun BA” competition is the desire of farmers for a new cultural life after poverty alleviation, which is a new cultural phenomenon. The emergence of this new cultural phenomenon can not only promote the creation of IP in rural areas, the sales of characteristic agricultural products, and the popularity of folk tourism, but also attract more investment attention and bring more development opportunities, bringing a new scene to rural revitalization. Overall, the cultural atmosphere of Guizhou’s “Cun BA” has undergone significant changes before and after its popularity, with significant improvements in participation, cultural integration, and cultural innovation.

2.4 Economic Growth

The “Cun BA” competition has provided a hot spot and source of tourists for the development of local tourism, driven the development of the local economy, and increased the economic income of villagers. During the event, local hotels and guesthouses were mostly fully booked. According to the data, driven by the “Cun BA” series of events, Taijiang County has received more than 2 million tourists since 2023, with a year-on-year growth of 58.54% in the number of tourist receptions, driving the comprehensive tourism income of more than 2.3 billion yuan. The comprehensive tourism income increased by 80.68%, and the collective income of Taipan Village is expected to reach 1 million yuan. The per capita disposable income of rural residents increased by 9% year on year, it is continuing to be among the highest in Guizhou provinces. “Cun BA” is a successful case of rural revitalization strategy, and its emergence is conducive to narrowing the gap between urban and rural areas, promoting the development of local tourism, stimulating the autonomy and creativity of villagers, and improving people’s living standards.

3. Realistic basis of “Cun BA” empowering rural revitalization in Guizhou

3.1 From the internal reasons

3.1.1 Historical and cultural inheritance

Basketball in Taipan Village has a long history and high participation and attention, which provides a good foundation for the development of “Cun BA”. Taipan Village has a strong basketball atmosphere, has a wide range of basketball fans, and has deep roots in local basketball and other sports competitive culture. “Cun BA” is a basketball tournament held in Taipan Village, Taijiang County, in order to

commemorate the “June 6th”(another name is “Eating New Festival”) . “Eating New Festival” is a local traditional festival to meet the harvest, which has a history of more than 100 years, every time at this time, the competition venue is located in the village court, organized by villagers, and the participants are mainly villagers. This event is popular in the summer of 2022. The audience watching the game features a sense of atmosphere in the “Cun BA” scene, the audience table is all full. Villagers knock basin, mineral water bottles for the players cheer, and the intermission time is Miao people’s dance with ethnic flavor. The prizes are cows, sheep and pigs, which have a very local flavor. Even late at night, everyone’s passion has not decreased, forming a unique culture, many elements integrated together to form the netizen’s mouth “atmosphere”, let us feel the farmers’ pure love for basketball and life^[3].

3.1.2 Event hosting features

Starting with the character “village”, it exudes a strong agricultural flavor. The history of basketball games held in Taipan Village originated from the “June 6th” (another name is “Eating New Festival”) , the village will hold sports events such as “bullfighting” and “bird fighting”, and basketball has been passed down as one of the most widely participated events. Therefore, not only are the venues located in rural areas, but the players and cheerleaders are almost all from rural areas. The prizes of the competition are also very “grounded”, neither bonuses nor fancy prizes, but simple agricultural products such as fish and ducks and silver bowls and chopsticks with minority characteristics. It is precisely because of these extremely rural elements, wake up people’s feelings, meet people’s expectations of the rural spiritual civilization world, just let “Cun BA” stand out in the basketball league.

3.1.3 Cooperation between the government and the people and residents’ self-governance

As one of the main bodies of rural culture governance, the government should not seize the position of farmers as the master of rural culture, but should change its function, delegate power and join the construction of rural culture as a service-oriented government. Therefore, the government should do a good job in the basic work of rural cultural infrastructure construction and increase the capital investment for the construction of public cultural service institutions and platforms^[4]. The development of “Cun BA” in Guizhou benefits from the strong support of the local government and villagers. The local government attaches great importance to and supports the development of “Cun BA”, and promotes the holding and development by providing support in terms of funds, venues and organizations. At the same time, with the establishment of a well-off society in an all-round way and the improvement of people’s living standards, the demand for excellent cultural products and services is constantly increasing. The development of “Cun BA” is inseparable from the active participation and autonomy of community residents. Villagers spontaneously organized competitions, acted as referees, and provided volunteer services, which jointly promoted the development of the games.

3.2 From external reasons

3.2.1 Policy and institutional support

Sports powerful nation strategy and rural revitalization strategy are important national strategies to realize the great rejuvenation of the Chinese nation, and have played a positive role in promoting the development of “Cun BA” in Guizhou. First of all, as far as the strategy of sports power is concerned, the strategy of sports power usually promotes the development of sports industry, including sports equipment and sports training. This has created many business opportunities for the development of “Cun BA”. For example, Taipan Village will increase the financial investment support for “Cun BA” sports facilities products and sports infrastructure construction, such as the purchase of sports equipment, fitness equipment, basketball courts, football fields, etc., to expand the product line and increase sales revenue. The infrastructure construction can provide a better operating environment for “Cun BA” and encourage farmers to participate more actively in sports activities. Secondly, as far as the rural revitalization strategy is concerned, the rural revitalization strategy focuses on the development of agricultural industry and encourages the development of rural characteristic industries. However, as a fulcrum for the economic development of Taipan Village, “Cun BA” can build a scale economy system for local characteristic agricultural products and industries. The combination of these two strategies above can provide broader development space for the “Cun BA” in Guizhou province, and promote its more important role in rural revitalization and sports industry development.

3.2.2 The dividends of the data age

Subsequently, with the development of digital technology and the reduction of the cost of obtaining electronic media, network information has played an increasingly important role and permeated people's

daily lives. With the support of some “opinion leaders” on the network, “Cun BA” has become an instant hit, and has been hot searching on platforms such as Weibo and Zhihu for several consecutive times. The 51st Statistical Report on the Development of China’s Internet shows that the number of short video users in China is 1.012 billion, with a user utilization rate of 94.8%^[6]. Network users can obtain more comprehensive knowledge through various channels, such as social media platforms such as Kuaishou and Migu. There are also special columns for “Cun BA”, and users can get detailed information such as schedule, performance and playback by clicking on individual links^[5]. Since its debut in the summer of 2022, “Cun BA” has had over 42 billion online exposures and has become a well-known sports IP in China. According to statistics, in 2023, “Cun BA” achieved a level of dissemination with 1 billion viewers, and both online and offline are in a state of explosive popularity.

3.2.3 The rapid development of regional economy

Since the 18th National Congress of the Communist Party of China, rural infrastructure has been continuously improved and empowered rural revitalization from various aspects. Firstly, in terms of venue construction, by constructing professional basketball venues or renovating existing sports facilities, a better competition venue and viewing environment can be provided, which helps to improve the quality of the game and the experience of the audience, attracting more people to participate. Secondly, in terms of transportation convenience, by improving transportation infrastructure, such as building roads, opening bus routes, or setting up parking lots, it is convenient for spectators and participants to travel. The once remote Taipan Village now takes only ten minutes to get on the highway and more than twenty minutes to take the high-speed rail. Good transportation conditions can increase the accessibility of the competition and attract more people to come and participate. Third, in terms of Internet and mobile communication infrastructure construction, improve network coverage and speed, which will help realize online live broadcast, interaction and publicity of the event, and expand the influence and spread of the event. Finally, in terms of improving public facilities, better public facilities such as restrooms, rest areas, catering facilities, etc. are provided. A convenient and comfortable environment is provided for the audience and participants, which greatly improves participant satisfaction and increases their sense of identification with the competition.

4. Key Points for Sustainable Development of “Cun BA” in Guizhou Province

4.1 Deepen the institutional guarantee for the development of “Cun BA”

The development of “Cun BA” cannot be separated from the comprehensive application of policy support and financial support. Firstly, it is necessary to formulate clear policies tailored to local conditions to support the development of “Cun BA”. These policies can include tax incentives, land use policies, and entrepreneurship guarantee loan policies. Secondly, we need to increase efforts to seek support from financial institutions, such as promoting banks to establish specialized loan products and provide low interest loans or credit guarantee services for Guizhou “Cun BA”, which can help solve the financial pressure that “Cun BA” may face in the early stages of development. This can include direct capital injection, venture capital, equity investment, and other methods to help the “Cun BA” develop and grow better. At the same time, with the help of government led demonstration project, provide opportunities for resource support and experience accumulation to Guizhou “Cun BA”. Such projects can establish “demonstration Cun BA” in specific areas to attract more investment and business cooperation. Finally, it is necessary to strengthen supervision and services. With the diversification of development forms and business models, the government should pay attention to guiding the compliant operation of “Cun BA”, establish a balance between supervision and services. The comprehensive implementation of these measures will help policy support and financial support to more effectively promote the development of “Cun BA” in Guizhou villages and promote the revitalization of rural economy.

4.2 Building “Cun BA+” to Expand Industrial Integration and Development

“Cun BA” is now a relatively mature rural cultural brand in Guizhou Province. The next step is to synchronize and follow up on various aspects such as agricultural products, rural construction, and rural tourism, combined with the unique culture of “Cun BA”, to make the rural economic development of Taipan Village more culturally rich, and the people of Taipan Village have more confidence and confidence. Specifically, with the “Cun BA” as the core, we actively promote investment in sports and tourism equipment, home accommodation, revitalization of tourism resources, and promotion of

characteristic products. We hope to use the brand influence of the “Cun BA” to promote the transformation of characteristic resources into characteristic products, thereby driving industrial development and increasing the income of the people. The “Cun BA” has brought about consumer demand for agricultural products and ethnic handicrafts, promoting the development of composite industries such as “rice+fishing” and “tea+fruit”, as well as characteristic industries such as traditional Chinese medicine, edible mushrooms, and Miao’s silver embroidery handicrafts. By introducing enterprises and institutions, it has established industrial development bases for planting and processing, extended the industrial chain, and improved brand effect. The flourishing rural sports events are promoting the continuous development of the integration of local culture, sports, and tourism industries, further stimulating new vitality in rural revitalization.

4.3 Strengthen the integration and innovation of culture

“Cun BA” shows the integration of modern basketball sports culture and traditional regional rural culture. Integrating rich local cultural elements into modern sports events, endowing them with richer connotations and unique forms, the core value of sports culture is the humanistic spirit of sports, the spirit of respect, friendship, care, help, and positive struggle, which is an important way to guide the revitalization of rural culture. With the strong influence of “Cun BA”, some excellent Miao cultures are well-known, such as Miao costumes, Miao embroidery, brocade weaving, Miao silver jewelry, and other unique Miao cultures. The emergence of “Cun BA” is conducive to enrich the number of events, improve the quality of events, regard the “Cun BA” competition as one of the projects to build a “beautiful countryside”, continue to build a good brand system for the origin of “Cun BA”, attract more young people to participate, innovate the forms and contents of cultural activities, and enhance the attractiveness and influence of cultural activities. “Cun BA” of Taipan Village in Taijiang, Qiandongnan, and its basketball history can be traced back to 1936, and after three generations. The “Cun BA” is held on June 6th: “New Food Festival” every year, and the During each festival, villagers will hold cultural and sports activities such as bullfighting, basketball, horse racing, drumming, and reed playing to wish for a bountiful harvest of food. In the “Cun BA” competition, Miao culture is fully reflected. The combination of traditional culture and modern sports, “Cun BA” combines traditional cultural elements with modern basketball, creating a sports brand with local characteristics. To this end, local governments should increase investment in rural culture, attract outstanding cultural talents, enrich local cultural and sports activities, innovate management thinking, reform and upgrade from the supply side, and provide services for villagers.

4.4 Optimizing the governance pattern to mobilize the enthusiasm of villagers for self-governance

The Spirit of the 20 points out that rural revitalization must stimulate the endogenous motivation of farmers, specifically speaking, the first is to strengthen farmers’ training and skills upgrading. Provide training for farmers on e-commerce operations, marketing, logistics management, and other aspects, enhance their professional knowledge and skills, and increase their confidence and enthusiasm in participating in e-commerce activities. We also need to pay attention to everyone’s opinions and suggestions. On the one hand, we should adopt various ways to actively encourage farmers to put forward constructive opinions. On the other hand, we should ensure that the problems raised by everyone can be solved one by one. This will increase everyone’s participation and enthusiasm, making rural revitalization a true path for common prosperity for farmers and rural areas. The second is to build a model of community cooperation and sharing economy. Rural residents are encouraged to participate in the operation of “Cun BA” through cooperatives and other forms, sharing resources, information and experience, promoting cooperative economy and improving overall operational efficiency. Finally, it is necessary to promote the innovation of community governance, establish a mechanism of village autonomy, and make farmers more actively participate in decision-making and management, which will help form a more democratic, open and transparent governance pattern. Relying on the power of rural sports organizations to mobilize villagers to participate in the practice of rural revitalization, building a village governance community of co-construction, co-governance and sharing, and establishing values that adapt to it are effective ways to achieve rural revitalization^[6]. In addition, it is necessary to promote the cooperation of the government, enterprises, social organizations and other parties, integrate resources to provide more comprehensive support for farmers, and promote the comprehensive development of “Cun BA”.

4.5 Grasp the balance between maintaining stability and innovation of “Cun BA”

To balance the maintenance and innovation of “Cun BA”, it is necessary to pay attention to the balance of two pairs of relationships: the first is the “changeable” and “changeable” of “Cun BA”, and the second is the “introducing” and “going out” of “Cun BA”. First of all, in terms of changes, it is the villagers’ growing confidence in the development of their hometown, and the continuous upgrading of the stadium environment and tourism services. The “Cun BA” theme cultural and creative restaurant, “mountain non-heritage city”, “Deep mountain and non-heritage market”, “mountain concert” and other derivative activities have also been opened, national characteristics of culture and local cultural and creative products have gained enough exposure and attention. Secondly, the unchanged part is the “village flavor” of “Cun BA”, which should adhere to the principle of prioritizing characteristics, preserving the “village flavor”, and utilizing local advantages to create a distinctive business card. Adhere to the principle of “Cun BA” surnamed “village feel”, ensuring that the main body of the local people and the local flavor of our competitions remain unchanged. The villagers’ persistence of “Cun BA”, keep the Taipan village people’s “roots” and “soul”.

From the perspective of the “introducing” and “going out” of “Cun BA”, the “introducing” refers to the introduction of external resources, technologies, talents, etc., into “Cun BA” events to improve the quality and influence of the events. “Introducing” can be achieved through the following measures, first is to introduce professional personnel and advanced technology. The second is to introduce commercial resources and international elements. Attracting the support of commercial resources such as corporate sponsors and advertisers, providing financial and material support for the event, and enhancing its scale and influence. Through the above methods, new vitality and resources can be injected into the “Cun BA” competition, improving the quality and influence of the competition, further promoting the development of basketball in rural areas, and better serving the local economy, culture, and social development. The “going out” of “Cun BA” generally refers to the process of promoting the “Cun BA” competition to a wider area, and using “Cun BA” as the core carrier, creatively transforming and innovating local characteristic resources and excellent traditional Chinese culture, and promoting them. The first is cross regional competitions and cultural exhibitions. Organize “Cun BA” teams to play friendly matches or leagues with teams from other regions. This cross regional competition can promote communication between players and spectators from different regions, enhance mutual understanding and friendship. The second is to strengthen media promotion. Through media promotion and reporting, the “Cun BA” competition and cultural characteristics of different regions can be disseminated to a wider audience. This can promote cultural exchange and integration between different regions, allowing more people to understand and pay attention to the cultures of other regions. The “going out” of “Cun BA” can promote cultural exchange and integration between different regions, strengthen communication, exchange and integration between ethnic groups, interpret and practice that “what belongs to the nation is what belongs to the world”.

5. Conclusion

“Cun BA” in Guizhou Province opens a new path of rural revitalization and Chinese path to modernization with strong endogenous power. “Cun BA” in Guizhou showcases the achievements of Chinese-style rural modernization in a three-dimensional manner through the Internet and new media technology. It fully testifies to the inclusiveness, openness and strong vitality of the Chinese nation and contemporary China, and reflects the charm of the world’s diverse civilizations and the fine traditional Chinese culture which infiltrate, integrate each other. The success of “Cun BA” also reveals us that the construction of rural culture and the cultivation of village customs are not overnight efforts or simple inputs, but need to find the internal power of cultural development in the fields and villages. The proposal of the national rural revitalization strategy aims to solve the problems that have plagued rural development for a long time, achieve comprehensive rural revitalization, and promote coordinated economic and social development, which is in line with the overall development strategy of the Chinese government to comprehensively build a modern socialist country, and common prosperity of sports powers. Therefore, the “Cun BA” in Taipan Village should grasp the historical initiative, have the courage to take actions, play the regional radiation driving function, reform and innovation leading role, and contribute to the development of China’s rural revitalization strategy.

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