

# Research on Agricultural Statistics to Boost Rural Revitalization

Sun Xiaobin

Weifang Service Center of Statistics, Weifang, Shandong, 261061, China

**Abstract:** From the current perspective, rural revitalization is an important hot issue in China. With the rapid development of agriculture in recent years, agriculture has entered an important stage of transformation to modernization, and the environment and conditions of agricultural development are different from those in the past, and the development field is also more extensive. Therefore, it is also necessary for agricultural statistics to keep pace with the development of the times and quickly adapt to the new situation and new requirements. Based on it, this paper analyzes the significance of agricultural statistics in rural revitalization and proposes strategies for the implementation of agricultural statistics in this context for reference.

**Keywords:** agricultural statistics; service effectiveness; rural revitalization; development

## 1. Introduction

At present, agricultural development is one of the key concerns in China. Along with the rapid development of agriculture in recent years, the problem of subsistence in the past has been completely solved, and the issues that have attracted attention in the agricultural work in the new era are mainly reflected in the reform of agricultural supply side and the revitalization of rural economy. It has been proved that the development of agricultural statistics can ensure the accuracy and scientificity of policy formulation and effectively promote the revitalization of the countryside, especially the revitalization of agricultural industry<sup>[1]</sup>. However, there have been some problems in promoting rural revitalization in agricultural statistics of China. Under such circumstances, in order to better promote the in-depth implementation of the rural revitalization strategy, we must actively change our concepts and ideas, form a strong sense of service, better improve the level of service, and give full play to the role of agricultural statistics work in the implementation of the rural revitalization strategy.

## 2. Significance of agricultural statistics to rural revitalization

### 2.1. Provide support for rural revitalization in terms of data

In order to play an important role in solving the problems of agriculture, rural areas, and rural residents, agricultural statistics should be based on agricultural industry to make a comprehensive analysis of the recent development of agriculture and an in-depth analysis of the structure of the agricultural industry, so that the development needs of rural revitalization can be effectively met. First of all, precise force is the key to the implementation of the rural revitalization strategy, through the in-depth development of agricultural statistics, we can better understand the actual development of rural economy, so as to provide data support for the formulation of agricultural economic development measures and more precise force in the implementation of the rural revitalization strategy, so as to better enhance the efficiency of rural revitalization development. Secondly, in the process of statistical survey, we should fully understand the situation of agricultural industry structure and the difficulties faced by agricultural development, so as to provide accurate basis for it, better promote the in-depth implementation of rural revitalization strategy and provide strong data support for agricultural economic development.

### 2.2. Providing assistance in formulating policies of rural revitalization strategy

The formulation of relevant policies and strategies in rural revitalization can not only promote the in-depth implementation of rural revitalization strategy, but also provide guarantee for its in-depth

development, so as to further optimize the agricultural economic system under the background of "data plus policy", deepen the pattern of agricultural economic development, and encourage the primary, secondary, and tertiary industries to develop in an integrated way in rural areas, which can better adapt to the actual situation of agricultural economic development at this stage. Therefore, from the current actual situation, we should give full play to the important function of agricultural statistics, which can provide assistance in formulating relevant policies and finally give effective prerequisites and foundation the development of agricultural industry.

### ***2.3. Expanding ways in the strategic development of rural revitalization***

With the rapid development of agricultural economy, the implementation of rural revitalization strategy has become an important concern for people. And the implementation of agricultural statistics can better help the rural strategic development from the current situation of the development of agricultural industry. Specifically, the implementation of agricultural statistics firstly needs to take the development of agricultural economy as an important basis and provide decision-making services on the road of rural revitalization development, which can better help expand the development path and provide more targeted data services<sup>[2]</sup>. From the perspective of rural revitalization strategy, in order to better implement the rural revitalization strategy, we should create a good development environment based on statistical data, so as to more deeply expand the path for rural revitalization development; Then, we should take the local agricultural economic development as the basis and dig deeply into the policy mechanism, so as to promote the effective integration between big data technology and agricultural statistics, and provide new ideas for rural revitalization development innovation.

## **3. Problems faced by agricultural statistics at the primary-level in rural areas**

### ***3.1. Low professional level of statisticians***

Since the reform of governments in towns and townships and county level, the rural statistical team in China has undergone a great change immediately, and the county-level personnel are weak, mostly in statistical knowledge training is obviously lacking, and the statistical business ability is not high, so it is difficult to provide guidance for rural statistical work. At the same time, statisticians at the community level in towns and townships are more part-time and less full-time, most of them lack professional knowledge of agricultural statistics, and often have incomplete statistics when verifying statistical data statements, which greatly affects the effect of statistical work. At the same time, there are some staff members who have undergone relevant training, but due to the short time they have received training and the simple content of the training, they do not know much about agricultural and rural-related knowledge, so the training does not play an effective role in improving their professional ability, and it cannot meet the high quality of statistical standards in practical work.

### ***3.2. Lack of accuracy of statistical data***

Although the current agricultural statistical reporting system in China has been significantly improved compared with the past, the statistical data still lack timeliness and accuracy, among which human factors are the main reason. The problem of inaccurate statistics is mainly due to the overemphasis on production value. In practice, the actual per capita net income of farmers is exaggerated, and the data are misrepresented in the performance list, etc.<sup>[3]</sup>. Under the influence of the above factors, the agricultural statistics do not match with the actual situation in the local area, so the accuracy of the statistics as a whole needs to be further improved. In addition, some communities adopt artificial statistics and reporting statistics level by level, lacking of modern information technology as an aid, so in the statistical work there are often many odd values, error rate and other problems, which has a serious adverse impact on the quality of data.

### ***3.3. Poor statistical environment at the community level***

Statisticians in counties and townships often need to carry out statistics in the fields, the work environment is relatively poor, coupled with the low welfare treatment, and they are not valued from work, so most of the staff in the work lack of enthusiasm and initiative, the mobility of statisticians is large, statistical data management is not standardized, and they also do not pay attention to the retention of the original data, the work process is not timely handover, a large number of statistical

information is not complete. This situation directly leads to the inability to correctly reflect the development trend, and indirectly causes the failure to improve the economic efficiency of the township through agricultural statistics. On the contrary, the townships do not pay enough attention to agricultural statistics, so it is very difficult to carry out this work.

### ***3.4. Frequent changes in agricultural statistics personnel***

Under the influence of the personnel system and the reform of various departments, agricultural statisticians change frequently in the work. Due to the continual mobility of work, the quality of agricultural statistics is seriously affected. And many statisticians with strong professional ability and high comprehensive quality are unable to participate in primary-level work. Due to the frequent changes in personnel, agricultural statistics face certain problems in the handover, as the new arrivals have not yet mastered the existing business, while the senior statisticians have been involved in other work, so the statistical work faces a serious fault. In addition, there exists huge insufficiency in agricultural statistics, many fresh graduates who lack working experience quickly get involved in the work, and the quality of agricultural statistics is not guaranteed because of no professionals<sup>[4]</sup>. Even in some areas, one statistician is responsible for several jobs, and there is a lack of dedicated personnel in the reporting work, which often results in misreporting and omission, which seriously affects the normal development of agricultural statistics, and lacks data support in the process of relevant policy making, which has a serious negative impact on local agricultural development.

## **4. Strategies for agricultural statistics to boost rural revitalization**

### ***4.1. Establishing service consciousness and improving service effect***

In the strategy of rural revitalization, agricultural statistics is an important part, and it can promote rural revitalization well by implementing agricultural statistics. In order to give full play to the important role of agricultural statistics in rural revitalization, we should firmly establish the awareness of statistical services and maximize the functions of statistical information, consultation and services<sup>[5]</sup>. In this regard, the practices include: First, in agricultural statistics, statisticians should actively change their own concepts and thoughts, further strengthen their service consciousness and optimize the service environment, so that the service effectiveness can be brought into full play and lay the foundation for the development of agricultural statistics; Second, in agricultural statistics, we should innovate the way of agricultural statistics, combine traditional statistics with information technology, combine sample survey with comprehensive survey, and insist on the implementation of data collection and analysis mainly by sample survey, supplemented by comprehensive survey; Third, we should pay attention to the storage and custody of original records, continue to strengthen the management of statistical reporting, increase the innovation of statistical system reform, and continue to improve the statistical reporting system to meet the needs of the development of rural revitalization strategy to the greatest extent, and we will eventually raise the efficiency of agricultural statistical services to a new level.

### ***4.2. Improving the management system and providing real data***

With the vigorous development of agricultural economy in recent years, the previous management system of agricultural statistics can no longer meet the requirements of the current stage of development. In this case, in the process of further implementing the rural revitalization strategy, the management of agricultural statistics should be continuously optimized, with the county-level statistics department as the main body and the statisticians below the county level implementing vertical management, so that the county-level statistics department can give full play to its supervision function and the township statistics institutions standardize the management of data and information to ensure the continuity and authenticity of data and information. At the same time, a top-down supervisory mechanism should be built, and once data falsification occurs, it must be investigated and punished strictly according to the *Law on Statistics*, and the quality of statistics is linked to the treatment of personnel, and the quality of statistical data as an important evaluation criteria for the promotion of job titles. In this way, we can effectively stimulate the work of the statisticians and make them devote themselves to the statistical work, so as to continuously improve the service level of agricultural statistics.

#### **4.3. Improving statistical methods and enhancing information level**

As we all know, there are various methods of agricultural statistics, and if we can flexibly use different statistical methods in our work, such as sample survey and comprehensive survey, and continuously improve the statistical system and scientifically adjust the existing index system, we can provide effective guarantee for the truthfulness and accuracy of statistical data. To realize the modernization and intelligent development of statistical work, it is necessary to actively apply information technology, such as through the application of remote sensing measurement, positioning systems and other advanced technologies, which can significantly improve the accuracy of the crop sowing area measurement work. At the same time, an application platform for agricultural survey data can be established as soon as possible, through which relevant data can be uploaded to ensure the improvement of the efficiency of the use of agricultural statistics, to boost local agriculture and provide the premise and foundation for the realization of rural revitalization<sup>[6]</sup>. The workload of agricultural statistics is relatively large, and in order to better improve the utilization rate of data, the classification of data information should be done and incorporated into the internal system, so that the overall efficiency of agricultural statistics can be improved and problems such as information omission and loss can be reduced.

#### **4.4. Increasing financial investment to retain statisticians**

In order to retain statistical personnel, government statistical departments at all levels should actively improve the talent management system, do a good job in the cultivation of talent project at the primary level, actively practice the spirit of statistical "craftsmen", seriously do a good job of "passing on and helping", and vigorously train new statistical personnel. The system of rewards and punishments is continuously improved, and the personnel who have good working attitude and no mistakes in the work of statistics is given spiritual awards or cash subsidies, so as to enhance the initiative and enthusiasm of the personnel in the work of statistics. At the same time, in order to avoid frequent changes of personnel, the relevant departments should not arbitrarily transfer the statisticians to other positions, but also appropriately improve their salaries and wages to retain the talents with high quality and professionalism, so as to ensure the accuracy and professionalism of statistical work and thus improve its service effectiveness<sup>[7]</sup>. In addition, the local governments should pay full attention to the agricultural statistics work, appropriately increase the financial investment, improve the basic office equipment, equip the statisticians with the necessary information technology equipment in the statistical work, and continuously improve the standardization of the statistical work, so as to give full play to the effectiveness of the agricultural statistics work in the process of rural revitalization strategy.

### **5. Conclusion**

To sum up, with the implementation of the rural revitalization strategy, economic development in agriculture has gained an important foundation, and in the process of implementing various tasks, the important role of agricultural statistics should be brought into play, and the scientific nature of various decisions should be continuously improved, and agricultural statisticians should actively change their ideology, effectively improve the level of service, and continuously improve the accuracy of statistical data, so as to lay the foundation for the effectiveness of agricultural statistics. In a word, in order to achieve rural revitalization and development, we must pay attention to the implementation of agricultural statistics, and implement various tasks in the statistical process according to the actual situation, so that the overall level of agricultural information services can be improved.

### **References**

- [1] The research group of Zhejiang Provincial Bureau of Statistics, Zhu Yuan, Zhang Yadong. *Cultivating a Better "Future" in the Field of Hope - A Research Report on the Investment Status of Rural Revitalization in Zhejiang* [J]. *Statistical Theory and Practice*, 2022(08):45-48.
- [2] He Yujing, Zhang Weiwei. *Analysis on the Coupling and Coordinated Development of China's Provincial Rural Basic Public Services and Rural Revitalization and Its Influencing Factors: From the Perspective of Rural Multidimensional Relative Poverty* [J]. *Chongqing Social Sciences*, 2022(08):48-68.
- [3] Li Bing. *The Mechanism and Path of Green Transformation of Rural Energy for Rural Revitalization in Henan* [J]. *Rural Areas, Agriculture & Farmers (B)*, 2022(07):13-14.

- [4] Hu Chao, Sun Jiguo. *Does Digital Inclusive Finance Help Promote Rural Revitalization in a Comprehensive Manner? --An Empirical Analysis Based on Panel Data of 30 Provinces and Cities* [J]. *Journal of Hebei Agricultural University (Social Sciences)*, 2022, 24(04):57-67.
- [5] Zhen Meiqin. *An Analysis of the Importance of Agricultural Statistical Services for Rural Revitalization Development* [J]. *China Agricultural Machinery Safety Supervision*, 2022(03):37-39.
- [6] Ren Guoping, Liu Liming, Li Hongqing, Ji Xiang, Yin Gang. *Pattern Optimization for Integrated Rural Land Management with an Improved Entropy Weight DEA-TOPSIS Model* [J]. *Journal of Geo-information Science*, 2022, 24(02):280-298.
- [7] Liang Dong, Jia Xinwei, Li Tao. *Analysis of Agricultural and Rural Information Collection in the Context of the Implementation of Rural Revitalization Strategy* [J]. *Chinese Journal of Agricultural Resources and Regional Planning*, 2020, 41(10):165-169.