

On the practical path of promoting rural revitalization from the perspective of public risk

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Abstract: *At present, the prevention and control of public risk has become an important subject of general concern. In the process of rural revitalization, there are widespread problems such as unbalanced resource allocation, difficult ecological security and misunderstanding, which may create hidden risks for the public. Therefore, measures such as scientific formulation of top-level design, rational planning of local finance, and effective protection of ecological environment should be taken to promote rural revitalization and prevent public risks.*

Keywords: *Public risk; Rural revitalization; Practice the path*

1. Introduction

Since socialism with Chinese characteristics entered a new era, the new characteristics of social life development have brought more uncertainties, and the prevention and control of public risks in various fields has become the focus of widespread attention. In the process of rural revitalization, a series of new problems arising from economic development have also become hidden dangers of public risks. In order to better promote the rural revitalization strategy and minimize public risks, it is necessary to clarify the relationship between public risk prevention and control and rural revitalization, so as to escort rural development in the new era.

2. Basic concepts of rural revitalization and public risk

2.1. Rural revitalization Strategy

In the context of the new era, the General Secretary Xi Jinping has said more than once in his speeches that "agriculture is the foundation of the country, and the foundation of the country is stable and peaceful". Historically, farmers have been the most fundamental driving force for the social reform and development of the Chinese nation since ancient times. In the report to the 19th CPC National Congress in 2017, the General Secretary Xi Jinping put forward the rural revitalization strategy, pointing out the importance of agriculture, rural areas and farmers. Implementing the rural revitalization strategy is a key measure to achieve common prosperity and improve the lives of farmers. It is also an important reflection of the essence of socialism with Chinese characteristics.^[1] In the process of the continuous promotion of the rural revitalization strategy, the concept, approach, mode and other elements of rural governance in China are changing, and the chronic problems of rural governance are getting rid of one by one, and the prospects of rural revitalization are becoming increasingly clear. The core of implementing the rural revitalization strategy is to solve the planning problems of land, capital and human resources. On the one hand, it is necessary to optimize the allocation of elements, flexibly guide the flow and use of various elements, maximize the functions of elements, and provide resource guarantee for rural revitalization. On the other hand, we should promote the development of new forms of business in rural areas in light of local conditions and the characteristics of The Times, under the guidance of the concept of modernization, and achieve high-level rural revitalization. To sum up, the rural revitalization strategy is an important way to implement targeted poverty alleviation and solve problems related to agriculture, rural areas and farmers in the new era. It is the only way to improve the efficiency of rural governance, stimulate rural development and improve farmers' living standards.

2.2. Public risk

At the beginning of 2020, the outbreak of public health emergencies has caused a huge impact on

human public life, so public risk prevention and control has become an important topic of universal concern. In modern society, public risk mainly refers to the risks that individuals and other social subjects are unable to bear and therefore can only be borne by the government. According to the definition of public risk, compared with individual risk, public risk has the basic characteristics of big influence, strong destructive, sudden big, and so on.^[2] Prevention and control of public risk is also relatively difficult. Since entering industrial society, public risk can be divided into natural risk and social risk. With the deepening of the complexity of human production and life, public risks of different forms occur from time to time, and the forms of public risks show the characteristics of iteration and renewal. As public risk has increasingly become an important hidden danger affecting human life, the prevention and control of public risk is particularly important. The government is the main undertaker of public risk prevention and control because of the strong destructive characteristics of public risk. For the modern government, the ability to effectively predict, identify and resist public risks is related to the long-term stability of society and must be attached great importance to. How to design a complete public risk prevention and control mechanism, enhance the ability of the government to deal with public risks, enhance the confidence of the public to resist public risks, has become the key to solve the dilemma of public risk response.

3. The development status of rural revitalization from the perspective of public risk

In the process of promoting rural revitalization, the new development model solves the disadvantages of the old system, but also tends to breed new problems. Based on the analysis of reality and practice, this includes the main aspects such as unbalanced resource allocation, difficult ecological security and difficult unification of misunderstanding.

3.1. Resources are unevenly distributed

In the process of promoting rural revitalization, it is necessary to have enough human and material resources to provide effective guarantee for rural revitalization and build a solid foundation for rural revitalization. In the implementation of the current rural revitalization strategy, there are problems of unbalanced and unreasonable resource allocation, which lead to hidden public risks. The market plays a decisive role in the allocation of resources, but it has disadvantages such as blindness and lag. Therefore, in the process of rural revitalization, the profit-seeking characteristics of the market will make the allocation of resources to the projects with high profits and short cycle, while those projects with long return cycle, such as pension and medical care, are not reached. Although this will create a certain amount of wealth in the short term, in the long run, it is not conducive to the sustainable development of rural economy, but will bring ecological damage, excess factors and other hidden dangers, easy to induce public risks. In addition, China has a vast territory, and rural development in various regions has great differences. Rural areas in different regions have different attractions for modern enterprises and high-quality talents due to their great differences in natural endowments and cultural features, so it is more likely to produce the problem of unbalanced resource allocation. For many poverty-stricken counties in remote areas, the current investment in capital, talents and equipment is not enough to support the follow-up long-term development work, and if the development gap between regions is not solved for a long time, there will be a variety of new contradictions and public risks.^[3]

3.2. Ecological security is difficult to guarantee

Ecological security has always been an important issue in the rural revitalization strategy. If the concept of green environmental protection cannot be taken into account at the same time of rural economic development, but natural resources and ecological security are sacrificed for short-term economic benefits, then people's beautiful homes will be destroyed, and rural revitalization will deviate from the original intention. Ecological risk is one of the public risks that can not be ignored in modern society, and it is a big risk that hinders the sustainable development of human beings.^[4] Firstly, pesticide residues in rural areas have always been a problem, which not only does not conform to the concept of green development, but also has an impact on the health of farmers. A good solution to this problem is the basic link for comprehensively promoting rural revitalization and creating a happy life for farmers. Secondly, when a large number of resources and manpower are introduced into the countryside, a large number of household garbage and industrial sewage will be brought. If these are not dealt with in time, they will destroy the carrying capacity of natural resources and cause environmental pollution. Finally, in the process of industrialization and urbanization in rural areas, man-made buildings may occupy the

original lakes and farmland, which on the one hand will affect the original local ecosystem and disturb the local ecological cycle. On the other hand, it will bring air pollution, water pollution and other problems. Therefore, while revitalizing rural areas, green development should not be allowed, otherwise it will not only pose a threat to the health of people and other living things, but also incubate greater public risks.

3.3. Misunderstanding is difficult to unite

Idea is the precursor to action. Since the implementation of the rural revitalization strategy, it is difficult to avoid problems in many links, the reason is related to people's misunderstanding of rural revitalization. Some people regard rural revitalization as a short-term goal, but rural farmers account for a large proportion in China, rural revitalization is by no means a quick victory. No matter the development of rural industry or the construction of rural infrastructure can be achieved overnight. Rural revitalization is a long-term project. If we approach it with a hasty attitude, we will inevitably make bold moves under the influence of wrong ideas, which is not conducive to the realization of the ultimate goal. In addition, there is a misunderstanding of the countryside as the main battlefield of the future economy, this understanding is one-sided. Rural vitalization does not mean changing the basic trend of population migration to cities. Rather, it means achieving integrated development between urban and rural areas, optimizing the relationship between urban and rural areas, and achieving mutually reinforcing and coordinated development between them. Rural revitalization is a strategic arrangement related to the overall development of the country. In order to implement the rural revitalization strategy well, it is necessary to have a correct understanding of rural revitalization in the ideological level. Preventing public risks is not only the guarantee of material level, but also the healthy development of spiritual level. If people always misunderstand rural revitalization, it is easy to cause confusion in the ideological level and foreshadowing public risks. Therefore, only with clear thinking and orderly progress, can rural revitalization be successfully realized and public risks be prevented in various fields.

4. The practical path of promoting rural revitalization from the perspective of public risk

Many potential problems in the process of rural revitalization are hidden risks to the public, and to solve public risks fundamentally, we need to face up to the problems and make preparations in advance. Based on the current new era background, we can scientifically formulate the top-level design, effectively maintain the ecological environment and rationally plan the local finance to explore the appropriate practical path, and realize the minimization of public risk.

4.1. To scientifically formulate the top-level design

The rural revitalization strategy is a strategic deployment at the national level. In order to make a good decision on rural revitalization and prevent public risks, the most important thing is to formulate the top-level design scientifically.^[5] Top-level design involves all aspects of social life. In the process of rural revitalization, we should focus on the following points. First, the implementation of the rural vitalization strategy is, in the final analysis, for better development of the people. Therefore, we should adhere to the people-oriented concept and effectively solve the key problems related to people's survival and development. In the process of rural revitalization, we need to take people's needs as the fundamental guidance, step up personnel training, and improve medical care and education to make rural areas truly livable and happy homes. Secondly, the production of material materials is the basis of human survival and development. In the process of rural revitalization, we should pay attention to the construction of infrastructure and develop rural industries according to local conditions. Only by improving people's living standards can we resolve potential subjective contradictions, harmonize social interpersonal relations and guard against public risks. Finally, in the process of resource allocation, we should give full play to the macro-control role of the government and resolve the drawbacks of the market economy. In the process of dealing with public risks, it is the inevitable choice of modern government to guide the market operation through scientific macro-control means, and it is also the key to maintain stability and defuse the crisis in the face of major social public risks.

4.2. To safeguard the ecological environment

The concept of green development is the guide of rural revitalization. In order to build a livable and happy village, economic development should not be sacrificed to the environment. Only by taking into

account environmental protection while developing the economy, adhering to the road of green development and actively exploring new forms of business for ecological development can high-quality development of rural revitalization be realized. In the process of developing rural industries, the inevitable problems of garbage and sewage can be effectively solved by centralized treatment and sewage conversion. We will continue to follow the path of green development, carry out comprehensive improvement of the rural environment, deal with rural pollution in a scientific way, do a good job in repairing drainage and drainage facilities and other infrastructure, and strengthen the protection of rural field and arable land. This will not only make people's lives easier, but also meet the requirements of green development. At the same time, in the process of rural revitalization, we should make good use of the natural scenery and cultural features of rural areas, develop eco-tourism villages and other projects, and strive to develop tourism, so that the natural scenery will play a new role in the development of The Times. In the process of rural revitalization, if the protection of the natural environment is ignored, it is easy to cause ecological crisis and bring about public risks in the ecological field. In order to nip in the bud, protect the homeland that human beings depend on and prevent public risks, it is necessary to always adhere to the green oriented development of rural economy and realize the coordination of ecological protection and economic development.^[6]

4.3. To properly plan local finance

To advance the rural vitalization strategy in an orderly manner, we need not only adequate financial preparation, but also the efficient use of funds. In the process of rural industry development, financial allocation and enterprise capital are constantly invested. Only scientific and reasonable planning of local financial allocation can maximize policy efficiency and avoid resource waste.^[7] First of all, local government staff should formulate fiscal use plans based on local characteristics and development orientation, so as to prevent hidden dangers such as spending more than one's income or wasting of funds and prevent risks in the capital field. Second, we need to be good at integrating fragmented financial funds, concentrate on major tasks, ensure that limited funds flow to key areas, and give full play to the maximum efficiency of financial funds. Rural vitalization is an all-dimensional project, and to do it well, we need to focus on key areas and maximize the use of funds. Finally, it is necessary to establish and implement the responsibility mechanism of local financial planning and use, clearly divide the functions and powers of each department, make the use of funds open, establish a financial system with clear rights and responsibilities, avoid corruption and enhance the public's trust in the government. In the process of social life changing with each passing day, contemporary public risk is increasingly complicated. In the process of rural revitalization, the key to solving the dilemma of public risk response is how to allocate the use of resources, which should also be a part of the modernization of national governance capacity and governance system.

5. Conclusions

On the basis of preventing and controlling public risks, it is necessary to actively promote the rural revitalization strategy and effectively resolve various problems arising from the development process under the condition of the coordination between the government and society, which is a proper part of promoting long-term social stability in a scientific and benign way. At the same time, while preventing public risks, we should actively introduce new concepts and models of green and coordinated development, constantly explore the comparative advantages of rural resources, continuously optimize the endowment and allocation of rural resources, promote the upgrading of rural industries, and promote the comprehensive revitalization of rural areas.

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