

Research on Important Value and Implementation Measures of Promoting Rural Revitalization with New Quality Productive Forces

Liu Hongwei

School of Marxism, Qinghai University, Xining, Qinghai, China

Abstract: New quality productive forces is an advanced productivity proposed in the new era, which can promote the development of rural industries. By building digital villages, innovating rural financial systems, and cultivating talents, levels of new quality productive forces can be effectively improved. This paper mainly explores the important value and implementation measures of promoting rural revitalization with new quality productive forces.

Keywords: New Quality Productive Forces; Rural Revitalization; Implementation Measures

1. Introduction

There are significant differences between new quality productive forces and traditional productive forces, especially in terms of productivity development paths and economic growth modes. New quality productive forces emphasizes the integration of technological innovation resources in the new era and the vigorous development of new industries. Rural areas can scientifically integrate new productive forces, promote high-quality development of agriculture with the use of the efficiency of new productive forces, which provides support for rural revitalization.

2. Important Value of New Quality Productive Forces in Promoting Rural Revitalization

2.1 Beneficial for the Improvement of Agricultural Industrial Structure

New quality productive forces can effectively promote the upgrading and development of agricultural industrial structure, and improve the convenience of agricultural production

methods. If farmers apply big data technology reasonably, they can achieve real-time monitoring of natural weather changes and adjust cultivation time in a timely manner according to weather changes. They can utilize big data sensors to collect key data such as luminosity, humidity, and temperature, providing data support for land improvement and crop pest control. And new quality productive forces can also improve the accuracy of agricultural operations. Farmers can use big data technology to understand the latest market information, choose crop types based on market information, and scientifically predict the price trend of agricultural products based on market information, avoiding blind planting of agricultural products [1]. Agricultural enterprises and farmers can use big data technology to effectively analyze terminal demand and grasp the consumer structure of agricultural products, such as understanding the consumption level, frequency, and preferences of the population, so as to provide targeted agricultural product services for the consumer population, which is conducive to the upgrading and improvement of the agricultural industrial structure.

2.2 Beneficial for Improving the Efficiency of Rural Governance

New quality productive forces can promote the enhancement of urban-rural connections, and villagers can connect through various digital tools such as QQ, WeChat, or government platforms to enhance interaction and communication among villagers, providing convenience for rural cadres to carry out village level work. New quality productive forces can also fully mobilize the enthusiasm of villagers to participate in rural governance activities. Platforms such as "Smart Village" and "Sunshine Open" can enable villagers to

participate in online discussions. It can also build a rural governance pattern of "network+grid". Government departments can provide services to villagers online, and villagers can use online platforms to handle medical, employment, social security, education, elderly care and other businesses in a one-stop manner. It not only promotes the efficiency of government service work, but also provides convenience for the lives of villagers. At the same time, reasonable division of "responsibility fields" is carried out based on the grid. Grid personnel can use grassroots service software to connect the online governance platform with the grid, so that government departments can timely obtain the necessary information and make decisions based on the latest information and provide high-quality services to villagers [2].

3. Implementation Measures for Promoting Rural Revitalization Through New Quality Productive Forces

3.1 To Build Digital Countryside

The ultimate goal of rural revitalization is to improve the living standards of farmers. To achieve this goal, digital rural areas can be effectively constructed, infrastructure construction in rural areas can be enhanced, and technological levels can be improved. Relevant departments can arrange rural Internet access plans and continuously expand the coverage of high-speed networks in various rural areas. For remote rural areas, relevant departments are actively building wireless communication towers, fiber optic networks, and other communication facilities in the area. In addition, in order to achieve the goal of promoting the development of new quality productive forces, farmers also need to learn and apply mathematical and technical knowledge. The relevant departments continue to optimize the digital infrastructure network in rural areas, and scientifically and reasonably monitor crop conditions and take corresponding measures to prevent crop diseases through big data analysis and remote sensing technology. In this process, relevant departments use online platforms to remotely guide rural farmers on how to monitor crops and how to prevent crop diseases [3]. They can cooperate deeply with telecommunications

suppliers, financial institutions, academic institutions, technology enterprises, and e-commerce platforms to jointly organize training on farmland management and agricultural technology, so as to lead farmers to learn new technologies and knowledge, and to improve the level of rural development.

3.2 To Innovate Rural Financial System

A scientific and reasonable comprehensive fund flow mechanism can be established in rural areas, and relevant departments can take effective measures to attract external capital. At the same time, corresponding innovation is also needed within finance. According to the basic principles of "co-governance and co-sharing" in finance, rural areas can create a reasonable financial governance system with the joint participation of government departments, social capital, and local farmers. Firstly, relevant departments can fully attract external investment and provide corresponding incentive policies for external investors in technology introduction. In terms of taxation, appropriate incentives can be provided to external investors, and in terms of land use rights, measures to protect external investors should be formulated to further improve the level of new rural productive forces [4]. Secondly, relevant departments need to continuously optimize the rural financial ecosystem and further promote the development of the financial system in rural areas. They can fully support the development of rural cooperatives, traditional banks and other institutions, and strive to meet the financing needs of farmers as much as possible. Due to the high liquidity and volatility of assets in rural areas, it is necessary to effectively enhance the professionalism and adaptability of rural financial products and services. For example, financial institutions can design reasonable loan plans for farmers based on the production cycle of agricultural products, so as to ensure that farmers have sufficient funds to repay loans after obtaining crop income. And they can also develop appropriate financial strategies based on agricultural product futures to ensure stable prices of agricultural products. Finally, relevant departments need to effectively innovate financial models, strengthen cooperation between rural banks, financial institutions, and digital financial companies,

incorporate advanced financial management strategies, and introduce cutting-edge financial technologies. They should fully utilize big data technology to continuously improve rural credit evaluation, effectively simplify the loan process for farmers, and increase the promotion of mobile financial services, so that farmers can use mobile finance to achieve transactions, which helps to effectively promote the improvement of rural new quality productive forces [5].

3.3 To Cultivate Talents

Talents are the foundation for achieving rural revitalization, and they play an important role in improving the new quality productive forces of rural areas. Rural areas can adopt cooperation with higher education institutions to jointly establish training programs for rural students, and encourage rural students to study by adopting corresponding reward systems. Relevant departments can improve the enrollment mechanism for higher education, continuously optimize rural employment and entrepreneurship policies, and use attractive policies to encourage local talents to return to rural areas, such as establishing tax exemptions and project support funds. Relevant departments should guide students to participate in rural service activities based on their career development intentions, in order to attract talents in rural areas. And rural areas can combine existing entrepreneurship incubators to build a talent entrepreneurship foundation for returning to their hometowns, attract outstanding talents, create an inclusive growth environment for talents, encourage talents to play their own value, and provide opportunities for fault tolerance and error correction. It encourages talents to dare to innovate and try, and find a suitable path to inject new vitality into the economic development of rural areas, and improve the economic level of rural areas [6-7].

3.4 To Optimize Rural Property Rights and Develop Brands

The development of rural market economy can to some extent promote the development of new quality productive forces. Relevant departments need to continuously optimize the rural property rights system, promote the reform and innovation of the property rights system, formulate reasonable income

distribution methods, and make the property rights system clearer, in order to provide effective guarantees for regional economic growth. They are promoting the improvement of the attributes of rural land production materials, appropriately increasing the operating rights of farmers, and encouraging farmers to actively participate in market operations. At the same time, they need to formulate corresponding market supervision measures to create a good rural market environment. They should establish a reasonable public supervision mechanism to avoid adverse situations such as inadequate supervision or excessive intervention by government departments, and maintain a healthy market environment through public supervision. In addition, relevant departments will fully develop digital agriculture, utilize new era biotechnology and intelligent equipment, continuously develop agricultural sensors and intelligent production machinery, and improve the output rate of agricultural products. Agricultural enterprises and farmers can effectively develop high value-added agricultural products, obtain information that is conducive to the development of agricultural products through technical consulting, use production data and supply chains to achieve accurate grasp of agricultural product market information, control various production links of agricultural products, extend the industrial chain of rural agricultural products, and improve the value of agricultural products. At the same time, relevant departments can use exhibition activities and e-commerce platforms to increase the promotion of rural agricultural products, develop agricultural product brands, let more people know about agricultural products, increase sales of agricultural products, and promote the significant increase in market value of agricultural products, so as to promote the development of market economy and lay a market foundation for the development of new quality productive forces.

4. Conclusion

Based on the above content, it can be concluded that new quality productive forces can empower rural revitalization, promote the improvement of agricultural industrial structure, and enhance the efficiency of rural governance. Relevant departments can build digital rural areas,

effectively innovate rural financial systems, cultivate high-quality talents, actively develop rural agricultural product brands, in order to promote the development of new quality productive forces, promote the development of rural industries, improve rural economic capacity, and further improve the living standards of farmers in rural areas, achieving the goal of rural revitalization.

References

- [1] Hou Guanyu, Zhang Chu. Empowering Rural Comprehensive Revitalization with New Quality Productive Forces [J]. *Research on Technology Economy and Management*, 2024, (06): 9-14.
- [2] Duan Zhonghua, Zhang Chaomin. Path Selection for Empowering the Development of Rural Cultural and Tourism Industry with New Productive Forces [J]. *China Rural Science and Technology*, 2024, (05): 70-73.
- [3] Zhang Liucheng, Chang Jifeng, You Tingting. Theoretical Logic and Development Path of Promoting Rural Revitalization Strategy with New Quality Productive Forces [J]. *Foreign Trade and Economic Cooperation*, 2024, (04): 61-64+97.
- [4] Zhao Xueqiang, Zhang Haiyan, Si Jiahui, et al. Research on the Protection and Development Strategies of Ancient Villages from the Perspective of Rural Revitalization: Taking Dongfansulfur Village as an Example [J]. *Art and Technology*, 2024, 37 (2): 218-220.
- [5] Zhang Jiaoyu, Xu Zheng, Ding Shouhai. The Logical Mechanism, Strategic Value, and Practical Path of the Deep Integration of Data and Reality with the Interaction of New Quality Productive Forces [J]. *Journal of Beijing Institute of Technology (Social Science Edition)*, 2024, 24 (3): 114.
- [6] Deng Siyu, Wang Zhanpeng. Empowering Rural Revitalization Strategy with Digital New Productive Forces: Significance, Logic, and Practical Path [J]. *China Adult Education*, 2024, (03): 73-80.
- [7] Chen Meishi, Hu Junjie, Tu Yueying, et al. Research on the Growth Law and Training Strategies of Rural Industry Revitalization Leaders: A Case Study of Gulongxia in Qingyuan [J]. *Frontiers of Social Science*, 2024, 13 (5): 7