

### **RESEARCH ARTICLE**

# **Research on Rural Revitalization Path and Development under the New Era**

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**Abstract:** With the development of our economy and the progress of our society, the rural construction of our country has also entered a new level, and the rural revitalization has become the most important strategic goal of our country at the present stage. Therefore, the relevant units need to respond positively to the call of the state and make clear the key points of the revitalization of rural villages in the new era, so as to study the perfect path and promote the rural development of our country. This paper analyzes the key points of the implementation of rural revitalization strategy and the path and development of rural revitalization under the background of the new era, hoping to enlighten and help to promote the further development of rural construction in China. **keywords**: New age background; Rural revitalization; Key points; Pathways and development

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### 1. Introduction

In recent years, the development of our country is gradually moving from cities to the countryside, the urbanization level is constantly improve and implement the strategy of rejuvenating the country through, to stimulate the development of China's rural potential, and achieve common prosperity for the urban and rural areas, etc, is of great significance, therefore, the research under the background of new era rural development path and development also has certain value <sup>[1]</sup>.

### 2. Key Points of Implementation of Rural Revitalization Strategy Measures

# **2.1** Clearly Define the Implementation Objectives of the Rural Revitalization Strategy

The purpose of the rural revitalization strategy is to realize the modernization of China's countryside and agriculture. Therefore, only by constantly improving the modernization level of China's countryside and agriculture can we gradually achieve the ultimate goal of the rural revitalization strategy. However, from the current actual situation, China's rural and agricultural modernization development level still needs to be improved, therefore, in the implementation of rural revitalization strategy need to take other ways to compensate. In addition, the country strategy was an important foundation for socialist modernization construction in our country, in essence, belongs to the work of a long-term, need people to constantly insist on and struggle, in the agricultural production and life, pay attention to follow the concept of modernization, which can overcome the various obstacles in the process of rural revitalization strategy implementation.

## **2.2** Clarify the Thinking of the Rural Revitalization Strategy

At the 19th National Congress of the Communist Party of China (CPC), it was also pointed out that the overall requirements of China's rural revitalization strategy, namely, industrial prosperity, livable ecology, civilized local customs, effective governance and prosperous life, are also the thinking of relevant units in the implementation of the rural strategy. Compared with the construction of a new countryside with social attention proposed by China, the rural revitalization strategy has higher requirements and is another new journey on the development road of the Party and the country  $^{[2]}$ .

# **3.** The Path and Development of Rural Revitalization in the New Era

## **3.1 Use Mechanism Innovation to Realize Rural Revitalization**

The construction of mechanism and system is the basis for the implementation of rural revitalization strategy. Therefore, the relevant units need to make use of mechanism innovation and rural revitalization to fully ensure the rationality and scientificity of mechanism and system, so as to ensure the correct direction of the implementation of rural revitalization strategy. To this end, first, the relevant units need to fix China's rural management system, strictly in accordance with the actual situation and needs of China's rural development to carry out the relevant land reform, fully implement the "three rights separation" system of contracted land; Second, the relevant units need to deepen the reform of China's rural collective property rights system, protect the property interests of farmers, promote the development of rural economy, and ultimately improve the modernization level of China's rural areas and narrow the gap between urban and rural wealth.

### **3.2 Industrial Development Path**

Rural revitalization is the key problem of industry development, the concrete from the following several aspects: first, the relevant departments to unit needs in combination with the actual situation of rural development, according to the country itself has the resources and geographical advantages, to determine the dominant industry, give full play to its own industrial advantages, formed with the characteristic of the local rural industrial structure; Second, when promoting the rural revitalization strategy, relevant units should also promote the integrated development between agriculture and the secondary and tertiary industries, so as to promote the overall level of rural development in China and constantly increase farmers' income. Thirdly, relevant units need to improve the modernization level of agricultural industry, operation and production system, gradually form production modes of different forms and scales, and finally improve the relevant service system of China's agriculture.

#### 3.3 Strengthen Scientific and Technological Innovation

Science and technology is an important support for the implementation of China's rural revitalization strategy. Therefore, relevant departments and units need to strengthen the innovation of science and technology, give full play to the leading role of science and technology, promote the modernization of China's rural development, and narrow the development gap between urban and rural areas. Specific can start from the following aspects: first. the integration of various public forces. China's relevant departments need to strengthen the attention to the development of agricultural science and technology, so as to increase the investment in various scientific and technological innovation resources to effectively integrate, and constantly improve the level of scientific and technological innovation in rural areas; Secondly, attention should be paid to the integration of non-governmental forces, the continuous promotion of rural science and technology, the promotion of diversified capital input, and the expansion of funding sources for rural scientific development. At the same time, relevant departments and units also need to strengthen the analysis and research on the market path, so as to promote the extensive application of rural scientific and technological innovation achievements in various fields, improve the practical application efficiency of agricultural science and technology, and ultimately promote the further innovation of agricultural science and technology in China<sup>[3]</sup>.

### 4. Conclusions

To sum up, the rural revitalization strategy is an important strategic measure to achieve modernization in China, which is of vital practical significance for promoting rural development and narrowing the gap between urban and rural development. Therefore, relevant departments and units need to clarify the key points for the implementation of the rural revitalization strategy, improve the path and measures for the implementation of the rural revitalization strategy, so as to give full play to the role of the rural revitalization strategy, build a new pattern of urban and rural development in China, and ultimately improve the modernization level of China's overall development.

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