

The Construction of Villages in China

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Abstract: In 1936, Mr. Fei Xiaotong, a Chinese sociologist, published his famous sociological work *Jiang Cun Economy -- The Life of Chinese Peasants*, which reflected the social life of Rural China at that time, especially the Jiangnan area, from the investigation and analysis of an ordinary village, and opened a continuous window for the world to observe China. Fei's mentor at the London School of Economics, renowned anthropologist Malinowski, once said that "by getting familiar with the life of a small village, we see the microcosm of the whole Of China under a microscope." (Preface to "Jiangcun Economy" by Bu Malinowski, 1936) For nearly a century, Jiangcun has been the object of continuous research in sociology and anthropology, and has been regarded as "the preferred sample of Chinese countryside" by scholars around the world.

1. Introduction

How to make the common people rich is the most important theme of Xiaotong Fei's book *Jiang Cun Economy*, and also the core of fei Xiaotong's twenty-six visits to Jiang Cun. In the 1920s and 1930s, Kaixiangong was one of the most developed villages in China. "More than 90% of the land is used for rice cultivation" and "one of the important centers of the silk industry in China". This is the kaixiangong village described by Mr. Fei Xiaotong in *Jiang Cun Economy*. At that time, there were more than 100 boats carrying cocoons and raw silk to Shanghai and other places every day in the village. Kaixiangong village has languished under the influence of domestic and foreign troubles. After the founding of the People's Republic of China, Kaixiangong Village embarked on the road of collective economy, which gradually recovered and improved people's lives. In the middle and late 1990s, the rural economy of southern Jiangsu province, which was dominated by collective economy, gradually lost its advantages. The debts of the collective enterprise of Kaixiangong village reached 9.6 million yuan, and the collective assets of the village were mortgaged to the bank for a long time, missing the development opportunity of the upgrading of township enterprises. Kaixiangong village people began to change ideas, looking for a new way of development.

At present, Kaixiangong Village covers an area of 4.5 square kilometers, with 25 villagers' groups, a total of 747 households and 3,000 permanent residents. Cultivated land 3090 mu. Among them, 1580 mu is paddy field and 720 mu is mulberry field. Land to fish pond 790 mu. Outside swing surface 1400 mu. In the old time, Jiangcun agriculture, sericulture industry developed, into the new century, individual, private industry and commerce flourish, rice and mulberry withdrew from the historical stage, Jiangcun formed private economy based on textile, aquaculture and rural tourism three pillar industries. Nowadays, the rise of e-commerce and the improvement of industrial

chain bring more development channels to the industry of Kaixiangong Village. Eight private enterprises in the village are also textile-related enterprises, and more than 50 family workshops are engaged in knitting. People from villages can work as trade workers in factories or do international trade from home.

2. Survey

More than 80 years ago, Xiaotong Feimade this promise in Kaixiangong village: to increase farmers' income and develop rural enterprises, so that rural residents do not have to leave the countryside and their native land to change their careers. Farmers at that time moved out of their home workshops to embrace new technologies in order to fight silkworm disease and increase silk production. In today's Kaixiangong Village, the per capita annual GDP of Kaixiangong village is nearly 200,000 yuan. The villagers' income is no longer “half depends on farmland and half depends on silk”, but 90% comes from the secondary and tertiary industries.

In 2019, the per capita disposable income of Kai Xian Gong's 747 households reached \$5,507, far exceeding China's “well-off” standard. Residential housing is mostly 3 small buildings, each about 140 square meters, per capita housing area of 80 square meters. Every household has access to running water, flush toilets, water heaters and liquefied gas, broadband and digital TV coverage, cement hardening of all village roads, 90% of families have bought cars, and each household has 1.2 private cars. In 2019, the collective income of the village reached 3.18 million yuan. The average life expectancy of the village is 74 years old, and all have joined the rural cooperative medical service. In the past two years, under the background of the Chinese government's vigorous promotion of rural revitalization, Kaixiangong Village has ushered in unprecedented development opportunities.

Since 2021, Kaixiangong Village has seized the historical opportunity of the integrated development of the Yangtze River Delta and continued to deepen the construction of Jiang Village centering on project construction, resource acquisition and storage, academic inheritance and other fields.

3. Analyze

(1) Steady progress in project construction.

One is to build some characteristic nodes. Jiangcun Club, built on the site of Kaixiangong Village Primary School, completed trial operation at the end of July and officially opened in early August. Brands such as Xiangli Bai, Sit Forget Study, MH Coffee, Cafa Country Laboratory, Fishward Western Food, Blue Sky Environmental Protection Organization and so on have entered the club. Jiangcun zhucun professor studio is ready for discussion, creation and rest by experts and scholars in related fields. Xiang Qing Cai Park entrance landscape upgrade completion acceptance, dress up along Jiangcun Road. Second, progress was made in related construction. The entrance revitalizing project, combined with the ring Changyang landscape node promotion scheme, completed the landscape greening design and the three-line entry to the ground and communication with the communication operator for several rounds. The landscape construction of Lotus Bay opens up the spatial pattern and practices the concept of sharing hosts and guests.

(2) Accelerate the acquisition and storage of resources, enabling investment negotiations.

One is peripheral resources collection and storage and project to attract. A total of 66 mu of land was purchased and stored under contract, including 22.3 mu of Miaogang reeling factory and 19.22 mu of Pastoral Textile Company. Initialing Yongfeng yarn company 16.02 acres, Kai Xian Village 9 groups of workshops 8.46 acres. Second, the acquisition and storage of core private housing and business type control. Completed the contract acquisition and storage of 13 idle houses, a total area

of 1830.7 square meters, construction area of 2426.47 square meters. Planned and designed a residential house (building area 339 square meters), negotiated with Suzhou Culture & Tourism Hotel Management Group to build high-quality b&B, and the brand “Gusu Courtyard” will soon settle in Kaixiangong, helping the overall upgrading of Jiangcun b&B.

(3) Gather multiple thinking and inherit Fei Xiaotong's scholarship.

One is to build a platform of academic support for agriculture and school-based practice. East China Normal University, Xi'an Jiaotong-Liverpool University, Suzhou Middle School and other well-known universities have built practice bases, writing a new chapter for the inheritance of Fei Xiaotong's spirit. Jiangcun Community Collaborative Center, which consists of Jiangcun Club, Jiangcun Auditorium and the studio of professors in the village, was opened to serve as a public space for academic discussion and cultural exchange. Second, we need to integrate the wisdom of rural revitalization with the goal of enriching the people. With the introduction of the first Jiangcun Designers roundtable forum “Meeting · Rural Construction”, the company has reached preliminary cooperation with Jiemian Culture and Tourism Co. LTD. Through holding the “Jiangcun Forum”, we can spread our thinking and help the rural revitalization. The Yangtze River Delta Integration Demonstration Area and the Community Collaborative Development Forum (the second “Jiangcun Forum”) under the background of international metropolis group is in preparation.

The next “China · River village” construction ideas and measures

We will give priority to planning. According to the Development Plan of “China · Jiangcun” Rural Revitalization Demonstration Area completed in September 2020, the overall construction and development of Jiangcun has targets, foresight and strategies. In-depth comparative studies will be carried out on investment mode and business type control to promote the benign development of various business types and give full play to their comprehensive effects.

In early August 2021, “China, jiang village sitting room” construction project planning scheme completed preliminary, planning the total scale of 3675 mu, with culture as the core, the system operation to support, around the village of 1, 1, 3, 4 “space structure design, import new industries, new forms and new patterns, write” China jiang village “picture of one hundred, Comprehensive services, forums and collaborative innovation zones are planned to become a window for Jiangcun to speak to the world. Gallery 1 is the Century-old village Gallery. Through the transformation and upgrading of private houses, three formats of exhibition, operation and accommodation are implanted into gallery 1. Relying on land route and waterway loop, the century-old rural development process of China is visualized and experiential to visitors. The three gardens, namely the leisure agricultural garden, Taihu Crab Garden, high-standard rice garden and water recreation park, take the village center as the core, open the space pattern and become the external display and experience base of agricultural food.

Aim to enrich the people. Continue to follow the “China Jiangcun 4A Level Scenic Spot Construction Plan”, and gradually improve the quality of software and hardware facilities and services within the scope of creation, to create a large scenic spot highlighting cultural characteristics and rich business functions, so as to make it livable, easy to visit and easy to support, so that people can live in the scenic spot. In the whole process, enterprises such as Ningxiang House, Jinchan Wen Brigade and Xiangpan are connected to register as Jiangcun village. Meanwhile, more private enterprises are encouraged to fulfill their social responsibilities and participate in rural revitalization.

Kaixiangong Village tries to enrich the ideological connotation of “aiming at enriching the people” through the brand construction of “China · Jiang Village” rural revitalization, so that the local people truly feel visible, tangible and real in the rich and civilized countryside. Enriching the people is also reflected in the richness of cultural life. Fei Xiaotong once described the lack of leisure activities in Kaixiang Kong Village. “The village plan does not have a dedicated place for

people to gather together for public activities. There has not been an organized public gathering for more than a decade, except on summer nights when people gather casually by the bridge to cool off.” Now, a variety of cultural activities, including Kunqu Opera, fill villagers' leisure time.

4. Conclusion

At present, Jiang Village cultural auditorium has started to operate, the construction of fragrant vegetables base is in full swing, jiang villagers' hostel Alliance has just been established, and the standardization and transformation of aquaculture pond is steadily advancing... “Jiangcun economy” is gradually showing new vitality along with the historical changes. Step by step, the IP of world-class “Jiangcun” is shining. Just like its name, Kaixiang Kong Village is always like a bowl full of energy, aiming at a better life and drawing a sample of The Times of China's rural revitalization.

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