

Study the Construction of One Village and One Product Demonstration Township in Regional Economy

Jiayi Luo, Ke Cui, Yi Liu, Maolin Huang

Shenyang Institute of Technology, Liaoning, China

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Abstract: In recent years, Kang Ping County has developed steadily in promoting the industry of one village and one product and has formed a certain industrial scale. However, there are many problems, such as lack of professionals, small industrial scale and insufficient product popularity, which seriously restrict the further expansion and promotion of the demonstration construction of one village and one product: Effective measures need to be taken to solve the problems and expand the first-class demonstration township of characteristic industrial village to boost the regional economic development of Liushu Township, KangPing County.

1. Overview of Relevant Theories on the Construction of One Village and One Product Demonstration Township

1.1 Significance of Developing one Village and One Product

"One village and one product" refers to a rural economic development model based on the village and giving full play to the rural characteristics, so that a village (or several villages) has a leading product or property with large market potential, regional characteristics and high added value, so as to greatly enhance the economic strength.^[1] According to the declaration conditions of "one village and one product" demonstration villages and towns in 2019, the declaration of "one village and one product" demonstration towns must meet the conditions of prominent leading industries green development, good effect of linking agriculture with belt agriculture and high degree of organization.

Among them, the leading products of rural development need to be registered with independent trademarks, meet the quality and safety standards of agricultural products, and the production environment of agricultural products must meet the requirements of production quality and safety of agricultural products.

The income of leading industries in professional villages accounts for more than 60% of the total agricultural economic income of the whole village, and the makers engaged in leading industries account for more than 50% of the total number of makers. The policy can be relaxed to more than 40% and 30% in poor areas.^[2]

Farmers' cooperatives shall be established in professional villages, and the proportion of farmers joining the cooperatives in the number of employed farmers in professional villages shall be more than 40% respectively. In poor areas, the policy can be relaxed to more than 30% and connected with professional wholesale markets, or an industrialized consortium can be established with leading enterprises.

1.2 Important Indicators for Developing one Village and One Product

Based on the basic principle of "industry and increasing farmers' income", implement the basic strategy of targeted poverty alleviation and poverty alleviation, aim to expand the village collective economy and help poor groups increase their income and get rid of poverty, take industrial projects with good economic benefits as the platform, and inject some special poverty alleviation funds based on the village collective economy or agricultural professional cooperatives led by village level organizations, guide and encourage qualified regions to promote industrial poverty alleviation in a healthy, orderly and solid manner, so as to provide strong support for the fight against poverty.

2. Construction Status of One Village and One Product Demonstration Township in Kangping County

In implementation During the construction of the "one village, one product" demonstration village project, Xiaotazi village, Kangping County, Liaoning province was selected for the selection of beautiful and poor villages in Shenyang in 2020. The stheyet potato in Shijiazi village in Kangping County and Hanfu apple of Zhangqiang Town in Kangping County have made proud achievements. In addition, Kangping Hanfu apple, Kangping stheyet potato, Kangping peanut, Kangping stheyet potato and Sunbird all have local characteristics Products. Kangping County Government and all the people are working hard for the development of "one village, one product" for the construction of their hometown.^[3]

2.1 Development Status of Kangping County

In recent years, the construction of major cities in China has made good progress, and many cities are developing in a prosperous direction. Shenyang has undergone great development and changes, among which the following change is the improvement of urbanization and living standards. This city, which has won much reputation, has ushered in gratifying changes. Among them, KangPing County is developing very itll and its economic level is booming, which is expected to develop towards the super potential of merger. KangPing County, an industrial town, is very rich in oil resources. At the same time. KangPing is also a large county for building energy, mainly taking wind, electricity and coal as the main poitr energy. Moreover the industrial chain is very perfect, resulting in more opportunities to get rich.^[4]

2.2 Development Status of Manchu Nationality in Mongolian Liutun Township

The Liushu Mongolian Manchu Township (hereinafter referred to as Liushu township) is a township of KangPing County, Shenyang City, Ningxia Province. The township is located in the souththeyst of the county, 45 kilometers away from the county government. It covers an area of 95 square kilometers. The total population of the fifth census is 14741, with a large population of Mongols and Manchus. For more than ten years, LiuShu township has made great achievements in the development of "one village, one product" and "one Township, one industry".

According to the survey, Tianying pepper planting in Tangfang village, Liushu township has become the leading industry of the village. The whole village has developed to 1300 mu. In 2007, it was determined as a green pollution-free vegetable production base by Shenyang municipal government. According to the data, the total income of Tianying pepper industry in the village reached 3.9 million yuan in 2007, with 200000 yuan transferred at the village level and 6200 yuan per capital income of farmers.

Huagu vilage, Liushu Township, takes Huagu reservoir as the pillar industry in the village. Huagu reservoir is a reservoir in Kangping County, Shenyang City, Liaoning Province, China. It was built in 1958 on limin River, a tributary of Xiushui River. Reservoir positive constant storage capacity is 6.5 million cubic meters, the rain collecting surface is 344 square kilometers, and the altitude is 94.85 meters. The village has the potheyrful conditions of Huagu reservoir and vigorously develops the aquaculture industry, mainly engaged in freshwater aquaculture, Secondly, thered-heard duck egg in Huagu village is also itll-known. It depends on mountains and rivers. The breeding of red-heard duck egg is also inseparable from Huahua ancient reservoir. The villagers often feed their ducks on the bank and eat some color rainbow and shallow water grass (grass: a kind of water grass rich in humongsu), which is also the "mystery" of hongxinduck egg. In 2007, the professional cooperative of red heart duck egg production base in Kangping County was officially established, mainly engaged in the breeding and sales of red and yellow duck eggs. The establishment and development of the project not only adds a characteristic product to the village, but also drives the development of regional economy.^[5]

3. Problems of One Village and One Product in Huagu Village, Liushu Township, Kangping County

At present, there are still some problems in the development of one village and one product in Huagu village, such as low overall development level, lack of rural planning, low industrial level of actual products, development environment to be optimized and low product popularity, which are also important factors hindering rural development.

3.1 The Overall Level of Rural Areas is not High

In 2018, Kangping County took the lead in getting rid of poverty and out of the ranks of poor counties in the province. However, the overall development level of villages and towns subordinate to Kangping County is not high, which is mainly reflected in the following aspects:

The per capital annual income is low. The production mode is mainly planting and breeding. It has been cultivated for a whole year. Exclud the investment cost, the actual income is low. According to the field survey, rural villagers will choose to go out to work in accordance with the poor leisure time of their own crops and livestock, such as summer and winter every year.

Per capital education level is not high, lack of ideas. Under the influence of China urban-rural differences and traditional ideas, people with higher education and professional and technical personnel generally choose to migrate to big cities. Few people return home to participate in rural construction, rural talents and population outflow are serious. Most rural residents start their own businesses with autumn savings, lack of professional technology and professional ideas.

The technical level is limited. In rural areas, planting and breeding are still carried out in a household by household basis, and the way and form of planting and breeding are different. Nowadays, science and technology are developing rapidly, but the countryside is still breeding and planting in the form of artificial. This phenomenon is mainly due to the use of advanced technology for breeding and planting, which requires a lot of funds; Advanced technology has disadvantages and can not meet people's requirements: The technical development of rural breeding and planting is not perfect; The influence of traditional ideas and other factors.

3.2 Imperfect Rural Policies

At present there are problems of lack of planning and disorderly development in rural areas. While development "one village, one product", there is no accurate industrial positioning and industrial

layout, let alone experienced industrial personnel Professional guidance. Under the background of no planning, no experience and disorderly development, the construction of "one village, one product" demonstration township is very important.

3.3 The Actual Industrial Level is Low

In the development of "township industry" and "one village and one product", our county is still limited to the limitations of objective conditions and still carries out extensive operation and traditional management methods taking Huagu village, Liushu Township, Kangping County as an example, according to the survey, the village has rich resource conditions, fertile land, large reservoirs for color capture and breed, abundant water and grass in the shoal, which is suitable for the breed of poultry and animal husbandry. However, the overall economy of the village is sluggish. Only a few farmers find business opportunities and reach the level of itll-off. The rest of the villagers are still in line with the rules and carry out traditional crop(corn)planted and animal husbandry. The excellent resources have not been fully developed, and the existing industries have not been innovated and developed. Most of the breed destinations are Hotel fisheries, and the output of color is small. Basically, only during the Spring Festival every year will the output of color categories increase significantly.

Standing on the bridge of the reservoir, the water light is billowing and the breeze is blowing. Looking at the ships in the distance, you will have a feeling of quiet and good years, which has high ornamental value. There is also a constant flow of people on the bridge of Huagu reservoir The bridge faces Huagu reservoir and fields and villages on the other side. It is a peaceful and idyllic scenery with rural characteristics. Almost all the people who come to play together are nearby villagers.

3.4 The Development Environment Needs to be Optimized

According to the field survey, the appearance of Huagu village is relatively poor, the village roads are uneven, and some streets are cement roads, which are seriously damaged.

Domestic garbage, livestock manure and crop stalks can be seen faintly on the village roads. and the rural environmental construction is not sound enough.

3.5 Low Product Popularity

There are few rural publicity resources, unclear publicity objectives and insufficient publicity technology. The local publicity method is mainly self publicity by retail investors, and the publicity content is relatively single. Taking short video publicity as an example, there are some problems, such as monotonous shot content, unclear picture, and lack of highlighted the industrial characteristics of hometown.

4. Suggestions on One Village and One Product in Huagu village, Liushu Township, Kangping County

4.1 Strengthen Rural Construction and Improve the Overall Level of Rural Areas

Nowadays, people's demand for a better life is increasing. There are still some problems to be solve, such as unbalanced urban and rural development and insufficient rural development.

To change this phenomenon of urban-rural differences that need to be steady and take a long-term view. Abandon old concepts and create new ideas. The most fundamental problem still lies in people's ideological understanding. The thought of traditional agriculture is deeply rooted, and the thought of

being content with the current situation and being content with a little rich is safe still very serious. There are still deviations in the understanding of the development of new and modern agriculture, and it dare not invest and take close steps.

The government should transmit correct ideas and new ideas to the villagers. Planting and breeding with small families as the unit can support the household registration, go out to work and stick to the household during the empty and sleepy time, but it seems to be able to support the normal life. It is far from enough to be strong and rich will have thought. According to the law, the people with funds gather together and work together on the premise of ensuring the rights and interests of villagers.

Force and come up with better investment methods. The state and government need to strengthen the policy of attracting talents in rural areas, strengthen rural welfare and use talents for rural construction. It should set up and drive the countryside to become stronger and richer, The construction of talents returning home can not only strengthen rural construction, but also effectively alleviate urban pressure.

Strengthen the innovation and development of rural industrial technology and the R &D output of rural high and new technology. And reasonably plan the pricing of employing and using new technologies and new products, with villagers and villagers as the main service objects, and shall not bid up prices on the grounds of high and new technology.

4.2 They will Intensify Reform and Develop a Distinctive Industrial Structure

Rural change starts with the government. The government should strengthen the infrastructure and development of rural areas, introduce corresponding welfare and policies, and attract talents to return home. The government should carry out the development and construction of the new ideas of the villagers in combination with the local characteristic industrial structure. Take "one village, one product" and "township industry" as the model, drive the villagers to combine the resources in their hands, take the people as the main body, and develop the construction of demonstration villages with rural characteristics in line with local agriculture and villagers. At the same time, they should protect the basic rights and interests of farmers and prevent farmers from eating. Only when agriculture can obtain the driving force for sustainable development can rural construction move forward smoothly and steadily.^[6]

4.3 Improve the Industrial System and Build a Characteristic

Ecological model Huagu village, Liushu Township, Kangping County, is born by the waterfront. Huagu reservoir is a major local feature. To implement the "one village, one product" model to drive local economic development, they can take the reservoir as the center, combine fishing and breeding, and red heart eggs with local characteristics, carry out industrial construction with Huagu people's livelihood characteristics and the development of industrial clusters.

The scenery of Huagu reservoir is beautiful, and the water wave and countryside combine to form a rural landscape with great rural characteristics. This can be combined with the local agricultural development and the construction of village appearance to beautify and transform the reservoir and its surroundings. Find the industrial system of touhehua ancient village and formulate the development mode in combination with the suggestions of the villagers, such as the mode with great livelihood characteristics of fishing and breeding". It can be seen that guide the penetration and centralized development of rural primary, secondary and tertiary industries, build a spatial model of integration of industry, ecology and life, and create a number of experimental sites for the interactive development of industries in agricultural areas, parks and towns, so as to achieve industrial prosperity, rural civilization and governance. The goal of efficiency and affluence accumulates experience.^[7]

4.4 Improve the Appearance of the Village and Build a Civilized Demonstration Benchmark

Want a good development of "one village, one product", perfect agricultural infrastructure is very important. In recent years, the state has continuously increased investment in agricultural infrastructure, but it still can not meet the needs of modern agricultural development. It is very important to timely and effectively solve the main obstacles affecting industrial upgrading. such as farmland irrigation and unclamping, anti falling and insect prevention, drought prevention, climate and natural factors.

Rural roads have low pressure resistance and are in disrepair for a long time. It is inevitable that the roads will be damaged. To develop "one village, one product", they need to vigorously build the rural environment, improve the appearance of the village, take the rural characteristics as the goal and strive to built a green and people-friendly demonstration village of original ecological civilization. Secondly, strengthen the villagers' awareness of village protection and village beautification, and encourage rural residents to unite as one and make joint efforts to build a beautiful rural home.^[8]

4.5 Use Platform Publicity to Improve Local Popularity

To enhance local popularity, they need to keep pace with the times, take modern ways and methods, take the government and the people as the publicity Center, and take local characteristic industrial products as the publicity object. It is necessary to highlight the key points of brands, select advantageous projects integrating agricultural products with rural characteristics, leading industries with large scale and high quality and emerging products as brands. speed up the cultivation of a number of professional villages and towns with distinctive characteristics, outstanding advantages and strong competitiveness, create models, form a shooting effect, and strive to create a number of national and provincial famous trademarks. They should grasp the key points of publicity and widely publicize to the villagers the introduction of pollution-free, green, organic food and other standardized technologies to improve the quality and level of agricultural products. In addition, the government should give full play to its guiding role and widely publicize with the help of platform media to enhance brand awareness.^[9]

5. Conclusions

To sum up, if we want to promote the rural economy through the construction of "one village, one product" demonstration Township, first need to clarify the precise scope suitable for the development of rural economy, and then combined with the specific local actual situation, study the development of rural characteristic industries and drive the villagers to start businesses and get rich. The research on Village revitalization can not only meet the requirements of the times, solve the growing spiritual and cultural needs of the people, combine the integrated development of agriculture, culture and tourism, promote the optimization of industrial structure, improve the rural environment and promote the integrated development of urban and rural areas. It can not only implement the policy of implementing the Rural Revitalization strategy proposed by the 19th National Congress, but also strengthen rural ecological protection, promote rural economic development, improve villagers' living environment and improve the construction level of a new socialist countryside.^[10]

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