

# *Construction of Collectivized Rural Service System Driven by Rural Revitalization*

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**Abstract:** The construction of collectivized rural service system driven by rural revitalization is an important topic in rural development at present. At present, the construction of collectivized rural service system in China faces many problems and challenges, such as uneven distribution of service resources, uneven service quality and single service model. The existence of these problems restricts the role of collectivized rural service system in rural revitalization, which needs to be solved urgently through in-depth research and exploration. This study focuses on the construction of collectivized rural service system based on rural revitalization strategy. Firstly, the concept, connotation and development process of agricultural socialized service are discussed, and the problems and shortcomings in the existing service system are analyzed through a comprehensive diagnosis of the current situation. Then, the relationship between rural revitalization and the construction of collectivized rural service system is analyzed. Finally, combined with the goals and requirements of rural revitalization, this article puts forward targeted construction strategies and practical paths to provide reference for government decision-making and social practice.

## **1. Introduction**

With the deepening of globalization and the growth of knowledge economy, traditional agriculture is facing unprecedented challenges and opportunities[1]. In China, as the foundation of the national economy, the modernization of agriculture is not only related to the well-being of farmers, but also related to the national food security, ecological security and social stability[2]. However, for a long time, agriculture in China has faced many problems, such as low production efficiency, insufficient market competitiveness of agricultural products, and weak growth of farmers' income[3].

The construction of collectivized rural service system, as an important part of rural revitalization strategy, is of great significance for promoting agricultural modernization, improving farmers' living standards and realizing rural sustainable development[4]. First of all, the construction of collectivized rural service system is helpful to improve the efficiency of agricultural production, reduce the cost of agricultural production and improve the output and quality of agricultural products through specialized services[5]. Secondly, the construction of service system is helpful to promote the upgrading and transformation of agricultural industry and guide farmers to a large-scale, intensive and green road of modern agricultural development. Finally, a perfect

socialized service system will help improve farmers' sense of acquisition and happiness, let farmers share the fruits of reform and development, and realize the coordinated growth of urban and rural areas[6]. Driven by rural revitalization, this article will deeply discuss the construction of collectivized rural service system in order to provide theoretical reference for the formulation and practice of relevant policies.

## **2. Collectivized rural service**

### **2.1. The concept and connotation of agricultural socialized service**

Agricultural socialized service refers to providing all-round and multi-level support and services for agricultural production through socialized and specialized service institutions and organizations[7]. The purpose of this service is to improve agricultural production efficiency and promote agricultural modernization and rural economic development. The connotation of agricultural socialized service includes the following aspects: ① Specialized service: providing technical, information and financial support for agricultural production through professional service institutions and personnel. ② Socialization cooperation: strengthen cooperation and coordination among farmers and between farmers and service organizations to realize resource sharing and complementary advantages. ③ Diversified services: to meet the diversified needs of agricultural production, providing services including agricultural materials supply, agricultural technology extension, agricultural product processing, marketing and so on.

### **2.2. Development course and present situation of collectivized rural service system**

In the initial stage, the collectivized rural service was mainly led by the government, and service institutions such as agricultural technology extension stations were set up[8]. In the development stage, agricultural socialized service gradually introduced market mechanism, and many specialized service organizations and enterprises emerged. In the stage of perfection, agricultural socialized service forms a pattern of coordinated growth of government, market and society. At present, the socialized agricultural service system in China has basically taken shape, with a large number of service institutions and organizations, and the service content and service methods are constantly innovating[9]. However, there are still problems such as uneven service quality and uneven distribution of service resources.

### **2.3. Problems and corresponding strategies in the construction of collectivized rural service system**

At present, there are still some problems and challenges in the construction of collectivized rural service system, as shown in Table 1.

The table shows the problems and challenges in the construction of collectivized rural service system, and gives the corresponding strategies and practical solutions.

Table 1: Problems and corresponding strategies in the construction of collectivized rural service system

Problems and challenges	Strategy and practice	Problems and challenges	Strategy and practice
Shortage and uneven distribution of service resources	Optimize the allocation of service resources	The synergy of government, market and society in the construction of service system has not been fully exerted	Encourage all kinds of service organizations to innovate service models
The number of service agencies in some areas is insufficient	Increase investment in agricultural service institutions		Meet the needs of diversification of agricultural production
The service quality is not high	Ensure the balanced distribution of service resources in various regions		Strengthen the coordination mechanism
Service content does not match the demand	Improve service quality and efficiency		Promote the cooperation among government, market and society in collectivized rural service
The services provided by some service organizations are out of line with the actual needs of farmers	Regularly evaluate the service organizations		Form a service synergy
	Ensure that the services it provides match the needs of farmers		Practical challenges
Continuously improve service quality	Learn from Zhejiang's "three rural" service model		
Insufficient coordination of service system	Promote diversified service models	Learn from the experience of Jiangsu agricultural science and technology park	

### 3. Analysis on the relationship between rural revitalization and the construction of collectivized rural service system

#### 3.1. The connotation and objectives of rural revitalization strategy

The rural revitalization strategy is an important strategy put forward by China government to promote rural economic development and improve farmers' living conditions[10]. Its connotation mainly includes promoting rural industry prosperity, ecological livability, rural civilization, effective governance and rich life. These five aspects all reflect the comprehensive concern of rural revitalization strategy for rural economy, society, environment and culture. This requires remarkable progress in rural economic development, farmers' quality of life, rural environmental construction and rural cultural inheritance.

### **3.2. The demand and requirement of rural revitalization for collectivized rural service system**

First of all, the socialized agricultural service system needs to provide specialized services to help farmers improve agricultural production efficiency and promote the growth of rural industries. Secondly, the socialized agricultural service system needs to provide all-round services, including agricultural materials supply, agricultural technology extension, agricultural products processing, marketing and so on, in order to meet the diversified needs of farmers in the production process. Finally, the collectivized rural service system needs to provide efficient and convenient services to ensure that farmers can get the needed services and support in time.

### **3.3. The support and promotion of the construction of collectivized rural service system to rural revitalization**

The construction of collectivized rural service system plays an important role in supporting and promoting rural revitalization. By providing professional services, we can help farmers improve agricultural production efficiency and promote rural industrial development, thus achieving the economic goal of rural revitalization. Moreover, the construction of collectivized rural service system is helpful to promote the all-round growth of rural society, including environmental improvement and cultural inheritance, which is in line with the ecological and cultural goals of rural revitalization. In addition, the construction of collectivized rural service system can promote the modernization of rural governance system, promote the harmony and stability of rural communities, and realize the governance goal of rural revitalization.

Generally speaking, there is a close relationship between rural revitalization strategy and the construction of collectivized rural service system. Rural revitalization strategy provides the direction and goal for the construction of collectivized rural service system, and the construction of collectivized rural service system is an important means and way to realize rural revitalization strategy. Their mutual promotion and common development will help to promote the modernization of agriculture and rural areas in China.

## **4. Discussion on the construction strategy of collectivized rural service system based on rural revitalization**

### **4.1. Based on rural revitalization of collectivized rural service system construction goal setting**

Under the background of rural revitalization, the goal of collectivized rural service system construction should be coordinated with the strategic goal of rural revitalization. Specific objectives can be set as follows: ① Improve agricultural production efficiency and promote rural economic development. ② Promote the upgrading and transformation of agricultural industry and enhance the market competitiveness of agricultural products. ③ Build a perfect collectivized rural service system and realize the balanced allocation of service resources. ④ Improve farmers' sense of acquisition and happiness, and improve their living conditions.

### **4.2. Strategy formulation of collectivized rural service system based on rural revitalization**

In order to achieve the above objectives, the following strategies can be adopted: ① Combining government guidance with market leadership: giving full play to the role of government in policy guidance and capital investment, and introducing market mechanism to stimulate the vitality of social capital and jointly promote the construction of collectivized rural service system. ②

Strengthen the capacity building of service institutions: increase the training and support for agricultural socialized service institutions, improve their specialization and standardization level, and ensure the service quality. ③ Innovative service mode: combining the needs of farmers and the characteristics of agricultural production, explore diversified and personalized service modes to improve the pertinence and effectiveness of services. ④ Strengthen the integration and sharing of resources: break the boundaries between departments and regions, integrate all kinds of service resources, realize resource sharing and improve resource utilization efficiency.

#### 4.3. Path design of collectivized rural service system based on rural revitalization

Table 2 shows the construction path of collectivized rural service system.

Table 2: The construction path of collectivized rural service system

Construction path	Specific steps	Target
Diagnostic status quo	Comprehensively sort out the growth of the existing collectivized rural service system.	In-depth understanding of the current service system operation, service content, service quality, etc.
	Find shortcomings and problems.	Identify the deficiencies and areas that need improvement in the service system.
Make a plan	According to the diagnosis results, the improvement direction of service system is determined.	Ensure that the construction path is highly targeted and resources are used efficiently.
	Combined with the goal of rural revitalization, the medium and long-term plan for the construction of collectivized rural service system is formulated.	Ensure that the service system planning is consistent with the goal of rural revitalization and promote the all-round growth of rural areas.
Pilot first	Select qualified and representative areas for pilot projects.	Test the effectiveness and feasibility of the construction path in a specific area.
	Explore effective construction models and experiences.	Through the pilot, we will accumulate useful experiences and lessons, and lay a foundation for subsequent promotion.
Popularize and implement	On the basis of the pilot, summarize and refine the successful experience and model.	Refine and summarize the experiences and models proved to be effective in the pilot.
	Gradually promote the implementation on a larger scale.	Expand the influence scope of service system construction to benefit more farmers.
Assessment adjustment	Regularly evaluate the construction of collectivized rural service system.	Understand the construction progress and effect, and find out the existing problems.
	Adjust the construction strategy and path in time according to the evaluation results.	Ensure that the construction path always matches the actual situation and demand, and improve the construction efficiency and quality.

The above table clearly shows the paths and specific steps of the construction of collectivized rural service system based on rural revitalization, as well as the objectives and significance of each step, which is helpful to fully understand and effectively promote this construction work.

#### 4.4. Suggestions on safeguard measures for the construction of collectivized rural service system based on rural revitalization

In order to ensure the smooth construction of collectivized rural service system based on rural revitalization and achieve practical results, a series of safeguard measures need to be taken. Here are some suggestions:

(1) Strengthen policy support and guidance

The government should formulate and improve relevant policies and regulations, and define the objectives, tasks and supporting measures for the construction of collectivized rural service system. The government should increase support for agricultural socialized service institutions, provide financial subsidies, tax incentives and other policy support, and guide social capital to invest in the field of agricultural socialized services.

(2) Establish and improve the organization

The relevant administrative department should set up a special collectivized rural service institution or coordination institution to be responsible for planning, guiding, coordinating and supervising the construction of collectivized rural service system. They should clarify the responsibilities and tasks of various departments to form a joint effort and ensure the orderly progress of various construction tasks.

(3) Strengthen the training and introduction of talents

The relevant agricultural department should attach importance to the construction of agricultural socialized service talents, and improve the professional quality and service ability of talents through training, education and introduction. They should also establish a perfect incentive mechanism to attract more outstanding talents to join the collectivized rural service. Additionally, the department should strengthen cooperation with universities and scientific research institutions to jointly cultivate high-level and compound agricultural socialized service talents.

(4) Strengthen scientific and technological support

The government should increase support for agricultural science and technology research and innovation, and promote the application of advanced and applicable technologies in the field of agricultural socialized services. It should also establish and improve the technology promotion system, strengthen the close combination of technology and service, and improve the technology content and level of service. Additionally, the government should encourage service institutions to cooperate with scientific research institutions and universities to jointly solve technical problems in agricultural production.

(5) Strengthen supervision and evaluation and feedback adjustment

The government or relevant regulatory body should establish and improve the supervision and evaluation mechanism for the construction of collectivized rural service system, and regularly evaluate the progress and effectiveness of the construction. According to the evaluation results, they should adjust the construction strategy and path in time to ensure that the construction work always advances in the right direction. They should also strengthen communication and feedback with all sectors of society, listen to opinions and suggestions extensively, and constantly improve and enhance collectivized rural services.

## 5. Conclusions

Agriculture is the foundation of the country, and rural revitalization is an important strategy for rural development in China in the new era. Under the background of rural revitalization, the construction of collectivized rural service system has become a key link to promote agricultural and rural modernization. However, at present, China's collectivized rural service system is facing many problems and challenges, which need to be solved through systematic construction. This article

mainly studies the construction path of collectivized rural service system based on rural revitalization, which is of great significance for promoting rural revitalization and promoting agricultural and rural modernization. The construction of collectivized rural service system based on rural revitalization needs the joint efforts of the government and all sectors of society. By strengthening policy support and guidance, establishing a sound organization, strengthening personnel training and introduction, strengthening scientific and technological support, and strengthening supervision, evaluation and feedback adjustment, we can promote the construction of collectivized rural service system to achieve practical results and provide strong support for the implementation of rural revitalization strategy and the realization of agricultural and rural modernization. Through the research of this article, I hope to provide useful reference for the theory and practice in this field and help the implementation of rural revitalization strategy and the realization of agricultural and rural modernization.

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