

Constructing Rural Economic Informatization Platform to Promote the Increase of Farmers' Income

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Abstract: Faced with the popularity of Internet, many rural areas are studying it and the informatization facilitates people's life. Although some industries have already achieved certain results in the informatization construction, Internet economy is still in a lagging stage in some rural areas. In order to promote the healthy development of the rural economy, it is necessary to combine the means of Internet information dissemination to improve farmers' work efficiency to the best in a scientific and effective way for ensuring the source of the rural economy and ultimately driving the healthy and sustainable development of the rural economy.

The standards for constructing a new countryside are closely related to the level of economic development. Farmers pay most attention to the issues on rural economy management in that it involves the vital interests of farmers. Therefore, rural economic workers ought to regard rural economic management as a lifelong goal. With the popularization of the Internet, its construction has also been introduced to the rural economic informatization platform. Not only the efficiency of rural economic management has been raised, but also the healthy development of the rural economy has been pushed. Rural informatization construction has achieved great results in some rural areas, but there will be places that need to be improved.

1. The Development Status of Rural Economic Informatization Platform

At this stage, rural informatization construction is still in the process of development. In face of this, its informatization level is still lacking and there are many places that need to be improved. The problems existing in the current rural economy should be taken as the premise of its development, in spite of the difficulties, timely summering problems and searching the solutions by constant exploration.

1.1 Occasionally Blocked Information Caused By the Limited Development of Rural Informatization

Most of the informatization constructions of the rural economy are still in the primary stage. Therefore, the subject that need to be studied is how to better operate the information management model and develop the efficiency of informatization to the best. Most of the management programs of the economic informatization platform are still relatively immature, which causes many rural

areas to pay little attention to the development of economic informatization platforms. This status quo also leads to the rural economic informatization platform not running smoothly.

1.2 The Rural Economic Informatization Platform Needing A Certain Amount of Manpower, Material Resources and Financial Resources.

If rural economic management work is to be carried out smoothly, a certain amount funds is the premise of many related agricultural work requiring a lot of capital investment. Due to the lack of funds for rural economic informatization, the development of economic informatization platform has great difficulties. Rural Internet construction requires the support of software as well as hardware, such as some hardware facilities, later maintenance and equipped personnel, etc., all of which are inseparable from financial resources as a prerequisite for their development.

1.3 The Shortage of Professionals In Professional Informatization

The informatization of our society develops rapidly, meanwhile, it has changed people's way of life, bringing great convenience to the public. In order to achieve long-term development, rural informatization construction needs to focus on the cultivation of talents, developing informatization talents as development goals, enhancing people's awareness of highlighting informatization, and providing professional talents for rural information platform construction with them equipped with professional quality as well as excellent comprehensive qualities.

2. The Significance of the Rural Economic Informatization Platform

2.1 Turning The Rural Economy From A Natural Economy to A Market Economy

At this stage, limited education and low quality restricts many peasants from their collecting information capacity from external environment, so the natural economic structure still remains the same state as the beginning, and the economy is relatively backwards and peasant are living beyond their incomes. If we want to change the status, we need to establish a rural economic information system, provide information services to farmers, and integrate their production and operation activities with the market, so as to fasten the speed of the marketization of rural economy.

2.2 The Link Between Production And Sales of Rural Commodities Resulting From the Economic Information.

Many problems will arise when the rural sector is shifted from a planned economy to a market economy. For example, the decentralized production of farmers will have problems with the connection of the market economy, not conducive to the communication between the them. In the rural areas, the production of agricultural products is distributed to households by household contract system. However, on this basis, information is required as a premise to produce and sell agricultural products, and finally the sales channels can be unclogged. The total value of production is determined according to sales volume, which is the need of production of rural commodities gradually satisfying and adapting to market.

2.3 Economic Information-the Resources of Leading Farmers to Be Rich

The production and management of farmers will be directly affected by marketization of the rural economy, so the source of economic information must be accurate and sensitive. In the context of rural economic development, the information generated in various external fields will determine

the production projects that need to be developed, such as the prospects for market development, production of new technologies being increase or not, and their production materials supplying, etc. The economic benefits of agricultural production will change in the marketization of these economies, which will not only improve the economic benefits of agricultural production, but also increase the income of farmers. Many rural areas development of China is relatively backward. Due to inconvenient transportation, information exchange with the outside world is also lacking, greatly affecting poverty alleviation. Therefore, these rural production activities still need to rely on traditional methods. In addition, these rural production technologies and their ways are relatively backward, and they cannot rationally use their scientific production resources, resulting in the inability to effectively lift them from poverty. If economic information is used to guide the production and management of farmers, enabling them fully and effectively to use economic information, deepen the depth and breadth of rural resources, increase their production channels, and comprehensively utilize agricultural and sideline products with multiple levels of added value. Thus, the production efficiency and economic benefits of agriculture can be effectively improved.

3. Constructing A Rural Economic Informatization Platform to Promote the Increase of Farmers' Income

Nowadays, people's lives are inseparable from the Internet. Many remote rural farmers use the network to effectively promote the excellent agricultural products with local characteristics. Accordingly, the economic benefits of farmers have been effectively improved. Rural economic informatization platform can be build, and the township agricultural technology service department organizes large famers to release information of high-quality products in order to cultivate a group of leaders who can flexibly use Internet information. They can flexibly use and understand Internet information, setting good examples for dissemination. Meanwhile, the online agricultural product information has been effectively realized.

3.1 Selling and Introducing Agricultural Products on the Internet and Cultivating Informatization Talents

The process of modern agriculture has been continuously improved, in which the number of corresponding enterprises in agriculture is obviously small and the scale is not large. From the perspective of information services, we should combine with Internet information technology, publicize agricultural enterprises and take advantage of modern media to enhance the visibility of enterprises. Enterprises should develop with scientific concepts to promote the economic development of agriculture and gradually improve the economic benefits of agricultural products. In the development process of the rural economic informatization platform, informatization talents are the top priority of sustainable development. Therefore, professionals are the basis for carrying out informatization. What should be done is to cultivate professional informatization talents and motivate them with an assessment system.

3.2 Creating Rural Characteristic Industries and Promoting Online Sales of Agricultural Products

We will create rural characteristic industries, improve the quality of agricultural products sold online, and increase their online sales capabilities. At present, the modern agricultural information platform is inseparable from the agricultural industrialization operation and agricultural information service, which has become one of the most important contents. With the cultivation of characteristic products as the leading industry for development, the individual characteristics of agricultural

products are effectively highlighted, thus the production competitiveness is enhanced, and the similarities of agricultural industrial structure are effectively avoided between the regions, forming characteristic economic highlights, also growth points for the peasant economy. The promotion of the network by using the advantages of agricultural products makes local characteristics can be organically integrated with the needs of the market, and many excellent agricultural products are gradually expanded through online transactions. Internet transactions gradually expand the demand for excellent agricultural products, leading to producers, circulation, and the consumers connected with each other for the information platform and the operating costs and circulation links greatly reduced. The market characteristic industries will also be effectively guided, and finally the assurance of a new type of modern agricultural products orders will be established.

3.3 Opening Up the Peasant Economic Informatization Platform and Determining the Scope of Agricultural Products

Firstly, Green is the trend of the characteristics of agricultural products, so both pollution-free agricultural products and the excellent agricultural products are all important products that can not be missed. Secondly, the leading agricultural enterprises on annual sales are the important choices, and the agriculture-related enterprises with local characteristics are the selections. Thirdly, setting up corresponding columns for the promotion, publicity and introduction of excellent agricultural products, especially for comprehensive promotion of leading agricultural enterprises and excellent agricultural products.

3.4 Ensuring the Authenticity of Information by Effectively Checking and Confirming the Online Standards of Agricultural Products

The promotion of excellent agricultural products and the information of leading agricultural enterprises will be enhanced, and the typical examples of their information will be spread to enlarge their effects in the promotion of information on agricultural products, expand the scope of their actual impact, and ultimately strengthen the consciousness of opportunity, responsibility and creativity of agricultural products. The vast number of agricultural enterprises and large famers should increase their self-awareness of access to the Internet and be active in Internet information online to ensure the authenticity of uploaded promotional information pictures and figures, capturing more public purchasers with authenticity and aesthetics.

3.5 Improving Online Promotion and Content Introduction by Network Publicity

We should make use of advantages of the network to be combine it with the professional characteristics of the featured websites, and take the website of the leading agricultural enterprises as its leading propaganda force, thereby accelerating the progress of its promotion and publicity, creating the characteristics of local excellent agricultural products and expanding its online transactions. Combining the advantages of featured bases and featured products, we will package agricultural products and make its information on internet to create local brands of agricultural products. The local website should be used as a publicity window to cooperate with the various agriculture-related websites to create a potential market and promote various excellent products to improve the online trading function. We also need to build a rural agricultural product trading platform online, further spreading the online promotion and publicity of leading agricultural enterprises, an in-depth research base for agricultural information personnel to understand and investigate the market conditions, supply and demand dynamics of agricultural product bases and markets. Besides, a series of online promotion activities can be carried out, and enterprises should

cooperate with each other to set up a supply and demand information platform by various means, on which supply and demand information can be published at any time. Researching and understanding the domestic and foreign markets and then setting The Farmer's Investment Column, thus the online circulation rate of agricultural products will continuously increase.

4. Conclusion

The rural economic sector needs to continuously explore and research the rural economic informatization platform in order to gain more support and help from all sectors of society, and use various means to enhance its exposure in the Internet, thereby increasing the online circulation rate of agricultural products and improving farmers' ability to sell online to increase their income.

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