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Rural Revitalization in Yunnan Province 2018-2022: A critical Analysis

Abstract

Rural revitalization is another important strategic decision for China to implement economic development after precision poverty alleviation, and Yunnan Province is located in the southwest border of China in a multi-ethnic and economically underdeveloped region, the implementation of rural revitalization in this region has a certain degree of difficulty, and the results of its implementation have an important representation. The research object of this paper lies in assessing the practical effects of implementing rural revitalization in Yunnan Province from industrial revitalization, talent revitalization, cultural revitalization, ecological revitalization and organizational revitalization. This study uses literature analysis to explore the implementation background and policy environment of rural revitalization in Yunnan Province, and the sources of this literature include government documents and archives. Statistical analysis was also used to analyze data from 2018-2022 to assess the effectiveness of rural revitalization in Yunnan Province. It is concluded that Yunnan Province is in a critical period of effective convergence between precision poverty alleviation and rural revitalization in 2018-2022 with remarkable results in rural revitalization, which provides development experience for other border areas in China.

Keywords: Yunnan Province, Rural Revitalization, Practice Effect.

Introduction

Rural revitalization strategy is a strategy proposed by Xi Jinping on October 18, 2017 in the report of the 19th Party Congress. It includes “revitalization of rural industry”, “revitalization of rural talents”, “revitalization of rural culture”, “revitalization of rural ecology”, “revitalization of rural organizations” in five areas.¹ “The revitalization of rural industries is the economic basis for rural revitalization, which should not be limited to the development of primary agriculture, but should focus on the prosperity and development of the modern agricultural industry, which is “connected to the third,” integrates one, two, three industries, and has a variety of functions and wins in terms of quality.”² Specifically to accelerate the construction of modern agricultural industrial system, production system, business system. Promote agriculture from production-oriented to quality-oriented, carry out land consolidation, agricultural moderate-scale operation has the economic basis and policy basis. Through the policy of continuing to extend the land contract for 30 years after its expiration,

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the efficiency of large-scale production will be promoted. “Rural talent revitalization” means putting human capital development in the first place, forming a virtuous cycle of talent, land, capital and industry in the countryside; ‘rural culture revitalization’ means strengthening rural ideological and moral construction and public culture construction, cultivating civilized countryside customs, “Rural cultural revitalization” refers to strengthening rural ideological and moral construction and public cultural construction, fostering civilized rural customs, good family customs and simple folk customs; ‘rural ecological revitalization’ is the environmental basis for rural revitalization.³Specifically, it is necessary to adhere to green development, strengthen the comprehensive management of outstanding environmental problems in rural areas, make good ecology a support point for rural revitalization, implement the concept of ecological development, and implement the concept of green agricultural development. “Rural organization revitalization” establishes and improves the modern rural social governance system led by the Party committee, responsible by the government, coordinated by the society, with public participation and safeguarded by the rule of law, and ensures that the rural society is vibrant, stable and orderly, and the rural Party organization is the backbone of the countryside. The strategy of rural revitalization is of overall and historic significance to the comprehensive construction of a modern socialist country and the realization of the second centennial goal. In short, China's arable land resources also do not allow for large-scale agriculture and large-scale machinery operations everywhere, and it can only develop two types of agricultural business entities, farmers' cooperatives and family farms, in accordance with objective conditions, to realize the organic connection between small-scale farming and modern agricultural development, develop a new type of collective economy, and take the road of rural revitalization of Chinese characteristics for the common good. The implementation of the rural revitalization strategy is the result of continuous exploration and enrichment over the past 40 years of reform and opening up, and is in line with China's rural development law. From the construction of “beautiful villages”, the construction of new socialist countryside, the construction of small towns with special characteristics, to the implementation of the rural revitalization strategy, the treatment of the relationship between urban and rural areas has gone through the development process from urban-rural balance, urban-rural integration to urban-rural integration, and has explored the road of rural revitalization in line with China's national conditions.

Literature Review

The implementation of the rural revitalization strategy is a historic shift in the country's work on the three rural areas after the poverty eradication campaign, and it is consistent with and interlinked with other agricultural policies, together constituting the country's policy force for promoting rural development and modernization. Some studies have taken the historical inevitability and practical necessity of rural revitalization as their main goal. Some researchers have argued that the strategy of rural revitalization is rooted in China's century-long practice of rural revival and construction, and that it is in the same lineage as the rural revolution, socialist construction, reform and opening-up, and the construction of new rural areas under the leadership of the Communist Party of China, and that it

is the Party's major systemic innovation and change centred on rural development.⁴ The historical achievements of reform and opening up have provided material, conceptual, theoretical and institutional support for rural development, but agriculture and the countryside are still shortcomings in social development, and the strategy of revitalizing the countryside is therefore an important strategy based on China's basic national conditions and the characteristics of the current stage of economic and social development.⁵ Secondly, researchers have explained and illustrated the connotation and focus of rural revitalization policy. With regard to the connotation of the rural revitalization policy, researchers have expressed their views on the requirements of the policy of rural revitalization, which is “prosperous industry, ecological livability, civilized rural customs, effective governance and rich living”, and have pointed out that the “twenty-word guideline” for rural revitalization is an upgrading and development of the overall requirements for the construction of a new countryside.⁶ Regarding the focus of rural revitalization policies, some studies have proposed that rural revitalization is a systematic project at the level of policy deployment, arguing that it is necessary to scientifically prepare rural revitalization plans, and that the overall focus should be on the main lines of “people, land, and money metallurgy”, improving institutional mechanisms, accelerating the flow of factors and industrial integration, promoting the construction of the urban-rural division of labor system and the construction of a new type of agricultural system,⁷ and focusing on solving ten outstanding issues such as the agricultural industry, infrastructure, agricultural It will focus on resolving ten outstanding issues, including the agricultural industry, infrastructure, agricultural green development, human settlements, rural governance, rural culture, grass-roots power, agricultural machinery, Internet construction and rural reform.⁸

Research methodology

This study uses literature analysis to explore the implementation context and policy environment of rural revitalization in Yunnan Province, and the sources of this literature include government documents and archives. Statistical analysis is also used to assess the effectiveness of rural revitalization in Yunnan Province by analyzing the data recorded by the government of Yunnan Province from 2017 to 2020. Of course, government data is not completely reliable, in addition to this, I also obtained a large amount of data from newspapers, news websites, magazines and important journals to support the study.

Historical Background and Theoretical Origin of the Rural Revitalization Strategy

The international context is the basic prerequisite for a comprehensive understanding and mastery of the essence of the idea of the rural revitalization strategy. Globally, in the process of urbanization and modernization, it is a common phenomenon for rural areas to become hollowed out or even to decline and die out. In a general sense, urbanization is the gradual transfer of the rural population to the towns and cities, while the town boundaries continue to expand and the countryside continues to shrink, and the “end of the peasant” will largely lead to the “end of the village”. The development history of developed countries over the past hundred years or even in the past 50 years has vividly illustrated this

process.⁹The idea of the rural revitalization strategy is a continuation of the results of China's century-long exploration based on its own national conditions. For a long time in history, China was the most powerful economy in the world, but after many invasions by foreign enemies, it gradually became backward in modern times. With the decline of the Qing Dynasty and the establishment of the Republic of China, the transformation of the old and new modes of governance led to a significant decline in the state's control over the localities, which provided some opportunities for the development of rural autonomy. However, years of civil war between the Communists and the state resulted in the development of the countryside in the areas of agriculture, handicrafts, commerce and finance, education, urban-rural relations, and ethical and social order being greatly affected.

The period from the 1920s to the 1940s was the first stage of China's exploration of rural revitalization. During this period, the national government and the revolutionary bases led by the Communist Party of China also imported external resources such as science and technology, human resources, and capital into the countryside for the purpose of transforming the countryside, while the founding of the new China in 1949 initiated the second stage of China's exploration of rural revitalization. The government established a planned economy and implemented a policy of urban-rural division. The socialist transformation of the countryside, characterized by collectivization and cooperativization, culminated in the establishment of the people's commune system, in which agriculture and the countryside assumed the role of providing capital accumulation for industry and the cities, and the rural reforms after 1978, marked by the introduction of the household contract responsibility system, brought China's rural revitalization quest to the third stage. After 1978, the rural reform, marked by the implementation of the household contract responsibility system, brought the exploration of China's rural revitalization into the third stage, which significantly improved the appearance of the countryside by expanding the space for free development in the countryside, establishing a market-oriented exchange mechanism for industrial and agricultural products, breaking down the obstacles to the transfer of surplus rural labor power between the countryside and the cities, enhancing the rights of peasants and their opportunities for development, and stimulating the passion of peasants for developing the countryside and building the countryside. China's economy has continued to grow at a high rate, and the country's comprehensive strength has reached a new level, with the foundation of "supplementing agriculture with industry and bringing the countryside to the urban areas" being continuously strengthened.

The idea of the rural revitalization strategy has fully absorbed Marxist ideas on rural development and urban-rural integration.

Marx and Engels believed that "agricultural labor is the natural basis and prerequisite for the independent existence of all other labor" ¹⁰. "The productivity of agricultural labor, which exceeds the needs of the individual worker, is the basis of all society." ¹¹This shows that agriculture has a fundamental position. Marx and Engels suggested that agricultural labor productivity constrains the degree of development of the social division of labor between agriculture and industry, and determines the speed and scale of the transfer of the agricultural population to

cities and non-agricultural industries. Agriculture promotes the separation of rural and urban areas. According to Marx and Engels, the separation of rural and urban areas is the result of the “development but underdevelopment” of the productive forces, and as such has a number of negative effects. For the countryside in particular, the enormous extractive power of the cities and their industrial and commercial sectors tends to suck out of the countryside the strongest, most knowledgeable and capable agricultural laborers, thus making “the countryside more and more inhospitable”¹².

The idea of rural revitalization strategy inherits the rural development ideas of successive generations of Chinese communists.

In the course of fulfilling their mission, the Communists under the leadership of Comrade Mao Zedong gradually developed a series of ideas on rural development. As an important component of the overall strategy of socialist industrialization, Mao believed that “the realization of rural industrialization is the great and bright future of the countryside”¹³. According to Mao Zedong, the people's commune, as an advanced form of collectivization, “has enlarged and raised the original collective ownership of the means of production in the countryside and has begun to take on a number of elements of universal ownership. The scale of the people's commune is much larger than that of the agricultural production cooperatives, and it realizes the integration of industry, agriculture, commerce, science and the military, agriculture, forestry, animal husbandry, and fisheries, which powerfully promotes agricultural production and the development of the rural economy as a whole.”¹⁴ Based on China's national conditions at the primary stage of socialism, Deng Xiaoping put forward the uneven development strategy of “making a part of the people and a part of the region rich first, and then the first to be rich will bring the latter to be rich”, and took the lead in the development of the key regions and areas through the implementation of special policies, but he always emphasized the importance of the rural areas, believing that “Whether or not China's economy can develop depends first and foremost on whether or not the countryside can develop and whether or not the lives of peasants are getting better.”¹⁵ “The core of rural policy is to respect and expand the production autonomy of production teams and peasants, and to establish a system of responsibility, which mobilizes the peasants”¹⁶. According to Jiang Zemin, “China is a large agricultural country with a population of more than 1.1 billion, of which 0.9 billion are in the countryside”. This basic national condition is a fundamental starting point for us to consider all the problems” If agriculture does not go up, the whole national economy will not go up; if the countryside is not stabilized, the whole society will not be stabilized; if the rural economy does not develop accordingly, it will not be possible to realize the doubling of the GNP and the people's living to a moderately affluent level.”¹⁷ He clearly articulated the relationship between rural development and national development. Hu Jintao further elevated the issue of the “three rural issues” to the height of “overall and fundamental issues related to the development of the Party and the people's cause”, pointing out that “agricultural abundance is a strong foundation, rich farmers is a prosperous country, and stability in the

countryside is a safe society. ”¹⁸ He formally proposed to “coordinate the economic and social development of urban and rural areas, implement the policy of industry feeding agriculture, urban support for rural areas, and ‘giving more, taking less, and letting live’ , adhere to the principle of centering on economic construction, and coordinately promote the socialist economic, political, cultural, and social construction in rural areas as well as Party construction, so as to push the rural areas onto the path of productive development, affluent living, and ecologically sound and civilized development” . rural areas onto a civilized development path of productive development, affluent living and ecological well-being.”¹⁹ The Chinese Communist Party under the leadership of Xi Jinping is duty-bound to shoulder the historical mission of “making the Chinese people strong” . The strategic idea of rural revitalization is a new rural development strategy that was formed on the basis of fully absorbing the rural development ideas of previous generations of Chinese communists and incorporating the concepts of “common prosperity” and “getting stronger” .²⁰

Effective Ways to Implement Rural Revitalization in Yunnan Province

While accurately grasping the implementation background and policy environment of rural revitalization, it should also establish scientific promotion ideas and promotion paths. Please refer to Figure 1 for details.

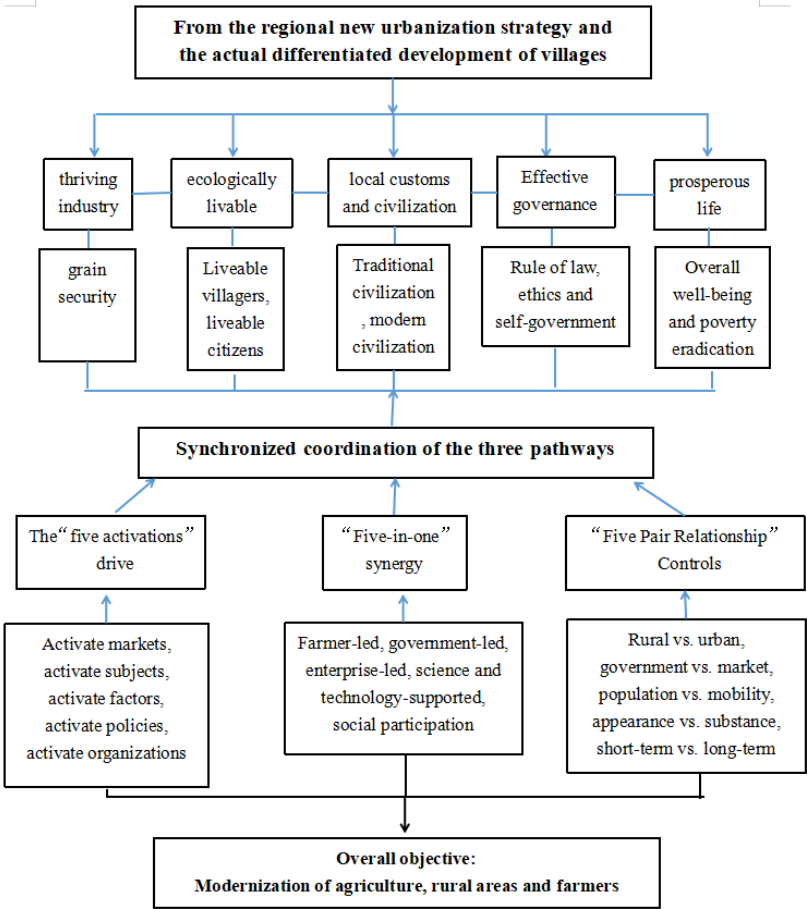


Figure 1 Framework for promoting the idea and path of China's rural revitalization strategy²¹

As can be seen from the figure, in the specific promotion process of China's rural revitalization strategy, in addition to accurately grasping the historical background and theoretical origins of rural revitalization, it is also necessary to grasp the synchronous coordination of the "three paths", i.e., the "five activations" drive, The synchronized coordination of the "five activation" drive, the "five-in-one" synergy and the "five pairs of relationship" control. The "five activation" drive that is: activate the market, activate the main body, activate the factors, activate the policy, activate the organization. The "five-in-

one” synergy means: farmers' main body, government-led, enterprise-led, science and technology support, and social participation. As well as rural and urban, government and market, population and mobility, appearance and connotation, short-term and long-term “five pairs of relations” control synchronization and coordination. That is, the implementation of rural revitalization needs to strengthen the effective combination of top-level design and practical exploration. China's rural revitalization strategy provides policy guidance for the rural revitalization strategy of each province. Yunnan Province, as part of China's southwestern border region, has developed its own rural revitalization policy in accordance with its own characteristics.

Revitalization Of Industries

Focusing on creating a world-class “green food brand”, transforming the development mode, adjusting and optimizing the industrial structure, consolidating the foundation of production capacity, strengthening the construction of scientific and technological support and service platforms, enhancing the level of opening up to the outside world, accelerating the pace of modernization, and developing and strengthening the countryside industry, we are promoting the comprehensive revitalization of the countryside industry.

Promote the comprehensive revitalization of rural industries.

Revitalization of talent

Cultivating new types of professional farmers. A system of professional farmers has been fully established to foster a new generation of new professional farmers who love agriculture, know technology and are good at business management, and to optimize the structure of agricultural practitioners. We are implementing a project to cultivate new types of professional farmers, relying on various training institutions at all levels to increase practical agricultural and rural technology training for farmers. Innovative forms of training organization have been introduced, exploring training methods such as field classrooms and network classrooms, and supporting professional farmers' cooperatives, dragon-head enterprises and other business entities to undertake training. Pilot evaluation of professional farmers' titles has been carried out. Strengthen the construction of rural professional talents. Strengthening the construction of agricultural extension personnel, exploring mechanisms for the integration and development of public welfare and business agricultural extension, and allowing agricultural technicians to receive reasonable remuneration for providing value-added services. Comprehensively implement the special employment program for agricultural extension services. Strengthening the construction of rural professional talents, focusing on supporting the cultivation of a number of agricultural professional managers, brokers, rural artisans, cultural experts, and inheritors of intangible cultural heritage, etc., to cultivate specialized talents for rural revitalization. It will strengthen the construction of agriculture-related colleges and universities and disciplines, vigorously cultivate agricultural science and technology and science and technology talents, deeply implement the Outstanding Talent Program for Agricultural Research and the Outstanding Young Agricultural Scientist Program, and deepen the reform of the title system for the agricultural series. It has established a system for professional and technical personnel from institutions of

higher education, scientific research institutes and other organizations to work in villages and enterprises on a part-time basis, or to leave their posts to engage in innovation and entrepreneurship.

Encourage social talents to devote themselves to rural construction. Establish and improve incentive mechanisms, study and formulate relevant policies and measures and management methods, encourage social talents to devote themselves to rural construction, and smooth the diversified channels for intelligence, technology and management to go to the countryside. Taking nostalgia as a link, entrepreneurs, party and government cadres, experts and scholars, doctors and teachers, planners, architects, lawyers and skilled personnel are guided and supported to serve the cause of rural revitalization by going to the countryside as volunteers, investing in businesses, practicing medicine and running schools, donating funds and goods and providing legal services, and qualified public officials are allowed to return to the countryside to take up their positions. A mechanism has been fully established for urban doctors, teachers, scientific and cultural personnel to serve the countryside on a regular basis. It will continue to implement the “Three Regions” (remote and impoverished areas, border ethnic areas and old revolutionary areas) Talent Support Program, further promote the work of college student village officials, implement the “Three Supports and One Support” and grass-roots growth programs for college graduates in accordance with local conditions, and carry out the “Women's Action” for the revitalization of the countryside. It has also launched the “Women's Action” and the Youth Construction Action. A mechanism for cooperation and exchange of talents between urban and rural areas, regions, schools and localities has been established. Increase support for the return of migrant workers to their hometowns to start their own businesses, so that rural industries and environments can retain people and rural development opportunities can attract them.

Cultural Revitalization

Strengthening rural ideological and moral construction. It is continuing to promote the building of spiritual civilization in rural areas, upgrading the spiritual outlook of farmers, advocating scientific and civilized living, and constantly raising the level of civilization in rural society. For example, it adheres to the three-pronged approach of education and guidance, practice and formation, and institutional safeguards, and adopts ways and means and carriers that are consistent with the characteristics of the countryside, integrating socialist core values into all aspects of economic and social development in rural areas, and guiding the masses to consciously put them into practice.

Consolidating rural ideological and cultural positions. Promote grass-roots Party organizations, grass-roots units and rural communities to strengthen rural mass ideological and political work in a targeted manner.

Advocating moral codes of integrity.

Promote outstanding traditional culture in the countryside.

Protect and utilize rural traditional culture. Implement a project for the inheritance and protection of farming culture, increase the protection of excellent farming cultural heritage such as the Honghe Hani Terraces and Dongchuan Red

Land, carry out surveys and identification of agricultural cultural heritage resources, and deeply excavate the excellent traditional ideas, humanistic spirit and moral norms contained in farming culture. Drawing historical and cultural protection lines for rural construction, protecting cultural relics and monuments, traditional villages, ethnic villages, ancient and famous trees, traditional architecture, agricultural relics, and irrigation engineering heritage. Inherit the culture of local landmark traditional architecture, so that historical memory, regional characteristics and ethnic features are integrated into rural construction and maintenance. Strengthening the protection and restoration of revolutionary cultural relics in villages and their display and dissemination, and promoting the work of listing and erecting monuments to red cultural relics and revolutionary sites. Improve the protection system of intangible cultural heritage and implement the intangible cultural heritage inheritance and development project. It will implement a project to collect physical evidence of economic and social changes in villages, and carry out the revision of village histories.

Inheriting and developing outstanding ethnic culture. Focusing on the construction of a strong national culture province, it will establish and improve a system for the promotion and protection of outstanding national culture. It will strengthen the inheritance, protection and innovative development of ethnic cultures, carry out the collation and translation and publication of ethnic antiquities and canonical books, and build a database of Yunnan's ethnic minority cultures, languages and scripts. Strengthening local legislation on the protection of ethnic cultures. It will further promote the “Double Hundred” project of national culture, create nationally recognized national cultural masterpieces, and launch nationally recognized national cultural inheritance and innovation leaders. It will intensify the inheritance of ethnic culture on campuses, strengthen the construction of ethnic culture teachers and the cultivation of skilled personnel, and improve the construction of specialties and curricula featuring ethnic culture. It will increase the construction of traditional ethnic minority cultural ecological protection zones at all levels, and accelerate the construction of national-level cultural ecological protection experimental zones in Diqing and Dali, as well as provincial-level traditional ethnic cultural ecological protection zones. Supporting the development of ethnic minority publishing. It is implementing a project for ethnic cultures to go out, building an ethnic culture dissemination system that radiates across South and Southeast Asia, telling ethnic stories and spreading the voice of Yunnan.

Ecological revitalization

The government has been implementing Xi Jinping's idea of ecological civilization, firmly establishing and practicing the concept that green water and green mountains are golden silver mountains, strengthening the ecological protection and restoration of villages, accelerating the transformation of production and living styles, implementing the “Ten Thousand Villages Demonstration Action for the Construction of Beautiful Villages”, and creating ecological villages where the living environment is clean and beautiful, the ecosystem is stable and healthy, and human beings and nature coexist in a harmonious manner. Livable and beautiful countryside.

Promote the management of rural garbage. Adopting various modes such as “village collection, town transfer, county treatment” , “group collection, village (town) transfer, town (district) treatment” , “source reduction, local treatment” , etc., to gradually realize the full treatment of rural domestic garbage. Rural living garbage is handled in its entirety. In principle, each household is equipped with garbage cans, each village (group) is equipped with at least one or more garbage collection and storage facilities, and each township (town) is equipped with the necessary garbage collection and transportation vehicles and transfer stations; for rural domestic garbage in remote areas and rural areas that don't have the conditions for outward transportation, each region can formulate garbage classification and treatment methods according to the actual situation, carry out classification and reduction of garbage at source, and return it to the fields nearby or treat it locally by means of hygienic landfills, composting or building small-scale garbage incineration facilities in line with environmental protection requirements. Returning waste to the fields nearby or treating it locally. Strengthen the supervision of the collection, transportation and treatment of medical waste in rural areas. In rural living garbage classification and resource utilization demonstration counties and other conditional areas, establish a recycling system compatible with garbage classification, and actively explore the formation of a garbage treatment industry chain. On the basis of establishing a charging system for village cleaning and garbage removal, public welfare positions for village cleaning have been set up, cleaning teams have been stabilized, and priority has been given to arranging for poor people with documented cards to serve as village cleaners. Informal garbage dumps are being investigated and remedied.

Promoting the treatment of sewage in rural areas. According to the different conditions of rural areas, the degree of population concentration in villages, and the scale of sewage generation, the construction mode and treatment process that combines pollution control and resource utilization, engineering measures and ecological measures, and centralized and decentralized measures are adopted in accordance with local conditions, so as to gradually realize the full treatment of sewage in rural areas. Increase the construction of sewage treatment facilities, and prioritize the improvement of the nine highland lakes, drinking water -65- water sources around the key areas. Promote the extension and coverage of urban sewage pipe networks to neighboring villages, and gradually eliminate black smelly water bodies in rural areas. Actively promote low-cost, low-energy, easy-to-maintain, high-efficiency sewage treatment technologies, and encourage the use of ecological treatment processes. Strengthen the reduction of domestic sewage at source and the recycling of tail water. Promote the rural toilet revolution. On the basis of full coverage of the construction of public toilets at the locations of township (town) governments and village committees of administrative villages, gradually eliminate dry toilets and renovate and construct flush toilets. Actively promote the renovation and construction of rural tourism toilets. Accelerating the construction of rural sanitary latrines, promoting the renovation of flush-type sanitary latrines, and implementing the simultaneous management of fecal matter in latrines, in principle, with the “flush latrine + assembled three-compartment septic tank + resource utilization” approach as the main means of advancing the latrine revolution. In accordance with the requirements of “separating people and

animals, and integrating kitchen and sanitation into households” , supporting the construction of rural sanitary latrines is being carried out. Encourage each region to combine the actual situation, individually establish pig, cattle, sheep and other large livestock breeding areas, centralized pens, scientific breeding, and promote the resource utilization of livestock and poultry waste. Establish and improve the mechanism of toilet construction, operation and management. Enhance the appearance of villages. Promote the village “seven changes and three clear” habitat enhancement action. Build, manage, protect and operate the “Four Good Rural Roads” , promote the construction of the “Two Stations and Two Officers” mechanism, strengthen the management of rural road traffic safety, increase the greening, landscaping and garbage management on both sides of rural roads, and accelerate the promotion of the “Straight Through Ethnic Groups” . It has accelerated the construction of village (group) roads in “straight through ethnic” areas, border areas and deeply impoverished areas, accelerated the construction of household roads, and formed a “smooth, safe, comfortable and beautiful” access environment. It is implementing projects to consolidate and upgrade rural drinking water safety, and promoting the use of electricity instead of firewood and gas instead of firewood. It has accelerated the upgrading of rural power grids and improved public lighting and communication facilities in villages. Improvements have been made to village public spaces, courtyard environments and various types of overhead pipelines, and private structures and littering have been eliminated. Increase the protection of traditional villages and dwellings and famous historical and cultural towns and villages, and strengthen the protection of historical buildings and - 66 - old and famous trees and carry out listed management. According to the requirements of planning style control, focusing on the village of the original house roof, facade and other overall appearance and doors, windows, beams and columns of the external nodes and other style improvement. Strictly control the area, height and appearance of new houses. Promote the action of adding green and beauty to the countryside, forming roads and rivers, arbor forests, fruit and tree forests in front of and behind the houses, parks and green spaces for recreation, so as to do the demolition of walls and green, building roads and green, vacating the land for green, borrowing the land for green and green, and see the seams of green, and actively create the national, provincial, municipal and county forested villages and beautiful courtyards. Promote the creation of sanitary townships and villages. Improve the long-term management and care mechanism. All areas of the relevant departments, operation and maintenance units to develop a clear system and measures, the county level is responsible for the establishment of the county, township, village three levels have a system, standards, teams, funding, supervision and long-term management and care mechanism of the village human settlements. Specialized and market-oriented construction and operation and maintenance are encouraged. In the reconstruction and construction of rural toilets, the treatment of domestic garbage and sewage, and the upgrading of village appearance, the implementation of “unified planning, unified construction, unified operation and unified management” . Establishing and implementing a system of payment for environmental management based on effectiveness, and improving the mechanism for evaluating and assessing service performance. Explore the establishment of a system of

payment for sewage treatment by farmers, and improve the reasonable sharing mechanism of financial subsidies and payment by farmers. Simplify the approval and bidding procedures for rural habitat improvement construction projects in accordance with regulations, and reduce construction costs. Counties (cities and districts) and townships (towns) have established and improved engineering quality and safety responsibility systems to ensure the quality of construction.

Organizational revitalization

Improving the organizational system. To improve the organizational structure of township party committees, formed village party branches and village group party branches, and on the basis of setting up party organizations with the formed village as the basic unit, to implement the “Party Branch Plus”, innovate the set-up of party organizations, and achieve effective coverage of the Party's organizations and work in the countryside. Adhering to the leadership position of the Party organizations at the rural level, strengthening the Party building work of township organs and institutions, vigorously promoting the secretary of the village Party organization to serve as the head of the villagers' committee and the head of the collective economic organization and farmers' cooperative organization through the legal procedures, and implementing the cross-posting of the members of the village “two committees” team; and advocating that the Party organizations of the villages which are not members of the villagers' committee should serve as the members of the village Party organization. Members of the village party organization or party members to serve as the director of the village supervisory committee; members of the villagers' committee, villagers' representatives should account for a certain proportion of party members; advocate for the villagers' group party organization leader to serve as the head of the villagers' group. Adhere to Party building with group organization construction, improve ways and means of mass work under the new situation, and promote rural grassroots Party organizations and Party members to enhance their prestige and influence in poverty eradication and rural revitalization. It has deepened the construction of frontier Party building corridors, and enhanced the appeal and organizational power of grass-roots Party organizations and Party members in frontier ethnic areas. Strengthen the Party building work of new rural economic and social organizations, and guide them to always adhere to the correct direction of serving farmers.

Strengthening the construction of a team of leaders. Taking the rural “leading geese” cultivation project as a starting point, implementing the overall optimization and upgrading action of the leaders of rural Party organizations. Strengthening the construction of township leadership teams and cadres, focusing on the selection of township cadres with strong party principles, familiarity with rural areas, and a good grasp of party building and economic understanding. Through policy propaganda, prospect leadership, organizational guidance, selection, recruitment and assignment, etc., to increase the training and selection from the village rich and capable, migrant workers and businessmen, local university graduates, demobilized veterans, to attract outstanding talents to the countryside. County as a unit, regular village-by-village mapping and analysis of village party organization secretary centralized adjustment and optimization, the full implementation of county-level record management. Improve the mechanism

of selecting leading cadres in townships, admitting civil servants in townships, and recruiting career staff in townships from among the outstanding party organization secretaries in villages. In accordance with the principle of hierarchical responsibility, it carries out full-coverage training for village cadres every year, implements the action of upgrading the competence and academic level of village cadres, and cultivates a professional team of rural grass-roots Party organization leaders needed for rural revitalization. Through the return of local talents, the directional training of institutions, the county and township coordinated recruitment and other channels, for each village to reserve 2-3 outstanding talents under the age of 35 as the village-level reserve force. Comprehensively send first secretaries to poor villages, weak and disorganized villages and weak collective economy villages, send village task forces to poor villages, and establish a sound long-term mechanism. Strengthening the construction of Party members. Strengthen the development, education, management, supervision and service of rural Party members. Strict standards and procedures have been adopted, political standards have been put first, and efforts have been made to increase the development of party members among young peasants, rich people, migrant workers, and women. Promote the normalization and institutionalization of “two studies and one action” study and education, carry out the theme education of “not forgetting the original heart and keeping the mission in mind”, and educate and guide the majority of Party members to consciously arm their minds with Xi Jinping's thought of socialism with Chinese characteristics in the new era. Focusing on party schools and training bases in townships and townships, and coordinating village and group activity sites, we have created a cluster of rural grassroots party building positions. It has continued to carry out the activities of “100 lecturers on the podium, 1,000 Party lessons at the grassroots level, and 10,000 Party members in Party schools”, and has deeply implemented the action plan of “Internet+Party Building”, enriched and improved the ways and means of educating and managing rural Party members, so as to realize the full coverage of training for rural Party members. Strictly implement the system of “three meetings and one lesson”, theme party days, organizational life meetings, heart-to-heart talks, democratic evaluation of party members, and party members' contact with farming households. Adhere to the outflow tracking management, the inflow of commitment to take over, the Internet dynamic management, to strengthen the management of rural mobile party members. Focusing on giving full play to the role of non-working Party members, the Party has implemented a system of setting up posts and responsibilities for non-working Party members, making commitments according to their posts, volunteering, and points management, and has promoted the role of rural Party members as pioneers and role models in the improvement of the rural human environment, the fight against blacks and evils, and in the management of the countryside. Expanding grass-roots democracy within the Party and promoting openness in Party affairs. It has strengthened the Party's incentives, care and support, and regularly visits and pays condolences to elderly rural Party members and Party members with difficulties in life to help resolve practical difficulties. Organizational disposition of unqualified Party members will be carried out in a steady and orderly manner.

Assessment of the Effectiveness of Rural Revitalization Practices in Yunnan Province

Effectiveness of Industrial Revitalization

High-quality grain project. With rice, corn, wheat, potatoes and other crops as the main focus, taking into account high-quality special miscellaneous crops, focusing on 70 key counties (cities and districts) and 150 high-quality grain bases, stabilizing the area, optimizing the structure, consolidating the foundation, and focusing on yields, 40 high-quality and high-efficiency demonstration counties are created each year, with the area of grain sown stabilized at 62 million mu, and the production capacity of grain reaching more than 18,151,000 tons.

Agricultural product processing upgrading project. By 2020, the ratio of agricultural product processing output value to total agricultural output value will reach the national average, and by 2022, it will reach 2.5:1. A number of leading agricultural product processing enterprises with competitiveness in the same industry in the country will be cultivated, as well as a number of agricultural product processing parks with sales income of more than 5 billion yuan, and a number of counties (municipalities and districts) with sales income from agricultural product processing of more than 10 billion yuan.

Cultivate and grow the tea industry. Focusing on the Lancang River Basin and the southern border, South Yunnan, Southwest Yunnan is the key area for the development of Pu'er tea, West Yunnan, Southwest Yunnan is the key area for the development of Yunnan black tea, South Yunnan, Southwest Yunnan and Southeast Yunnan is the key area for the development of Yunnan green tea. With the development of deep processing, branding and improving market share as the focus, efforts to build green tea bases and organic tea gardens, transformation of low-quality and inefficient tea gardens, driving the development of the tea industry. By 2020, 2022, the tea planting area are stabilized at 6.3 million mu or so, production of 40 million tons or so, the comprehensive output value of 100 billion yuan, 120 billion yuan, tea farmers from the tea industry per capita income of 4,000 yuan, 4,500 yuan.

Flower industry cultivation and growth project. With central Yunnan as the center, along the central Yunnan, western Yunnan and northwestern Yunnan, eastern Yunnan and southeast Yunnan major transportation routes radiation, efforts to promote the development of flower seed industry, cut flowers, potted flowers, processing flowers, greening ornamental seedlings and flower tourism and other key areas. With the goal of increasing the efficiency of the industry, increasing the income of farmers, and increasing the greenness of the countryside, we focus on promoting the construction of green and efficient production demonstration zones, efficient circulation systems, and the capacity of deep and sophisticated processing of flowers, enhancing the core competitiveness of the industry through innovation, improving the influence of the brand through quality, and advancing the sustainable development of the industry through greening, deepening the structural reform of the industry's supply side, and promoting the integration of the development of one, two, and three industries in the countryside. By 2020 and 2022, the area of flower planting will be stabilized at 1.6 million mu to 1.7 million mu, the comprehensive output value will reach 75 billion yuan and 100 billion yuan respectively, the output of fresh cut flowers will reach 15 billion

sticks and 17 billion sticks, the output of potted flowers will reach 500 million pots and 600 million pots, and the total income of flower growers will reach 20 billion yuan and 22 billion yuan respectively, and the annual income per capita of flower growers will reach 33,000 yuan and 36,000 yuan respectively. The per capita annual income of flower farmers will reach 33,000 yuan and 36,000 yuan respectively. Vegetable Industry Cultivation and Strengthening Project. Based on the key counties (cities and districts) along major transportation routes, and with the construction of the bases of “South Vegetable Transportation to the North” and “West Vegetable Transportation to the East” as the gripping hand, it focuses on promoting the construction of advantageous industrial zones for winter and spring vegetables, summer and autumn vegetables, and year-round vegetables. Promote base upgrading, green organic demonstration, commercialized production and sales, directional investment, cloud vegetable branding. By 2020 and 2022, the vegetable planting area will reach 17 million mu and 17.5 million mu respectively, and the total output will reach 25 million tons and 27 million tons respectively.

The total output will reach 25 million tons and 27 million tons, and the comprehensive output value will reach 94 billion yuan (agricultural output value of 53 billion yuan, processing output value of 22.5 billion yuan, logistics and service output value of 18.5 billion yuan) and 104.5 billion yuan (agricultural output value of 59 billion yuan, processing output value of 25 billion yuan, logistics and service output value of 20.5 billion yuan) respectively. Fruit Industry Cultivation and Strengthening Project. Give full play to the advantages of light and heat resources in the Jinsha River, Red River and other dry and hot valley areas, and develop characteristic high-quality fruits. Focusing on five key aspects such as green organic fruit production base construction, fruit commercialization development, enterprise scale development, brand development and support platform construction, focusing on the development of temperate fruit advantageous production areas, subtropical fruit advantageous production areas, tropical fruit advantageous production areas. By 2020 and 2022, the fruit planting area will be stabilized at 9.95 million mu and 10 million mu, and the output will reach 12.5 million tons and 13.5 million tons respectively, and the comprehensive output value will reach more than 60 billion yuan.

Nut industry cultivation and growth project. Focusing on western Yunnan, the project has led to the development of high-efficiency walnut and nut production bases. Focusing on improving quality and efficiency, it promotes the construction of organic production system, organization and operation system and technical service support system for the nut industry, focuses on the development of ecologically efficient walnut production bases, and improves the processing capacity. By 2020 and 2022, the output of nuts will reach 1.83 million tons and 2.65 million tons respectively, and the comprehensive output value will reach 68 billion yuan and 115 billion yuan respectively, and the per capita income of farmers from the nut industry in the main producing areas will be stabilized at more than 3,000 yuan. Coffee industry cultivation and expansion project. Focusing on southwestern Yunnan, the project will radiate and drive regionalized development. Focusing on improving the quality and efficiency of coffee, it will promote the standardization of green cultivation, scale and brand development,

and improve the deep processing and industrial service support system. By 2020 and 2022, the coffee planting area will be stabilized at about 2 million mu, and the comprehensive output value will reach more than RMB 60 billion. Cultivation and expansion of the Chinese herbal medicine industry. Taking the Lancang River, Jinsha River and Nanpanjiang River Basin as the center, focusing on the development of Daoji advantageous bulk medicinal materials, and promoting the construction of organic and large-scale commodity production bases. In Kunming, Qujing, Dali, Zhaotong, Honghe, Wenshan and other transportation and logistics centers and bulk medicinal materials distribution center supporting the construction of improved professional trading market of Chinese herbal medicines. By 2020, 2022, the planting area of Chinese herbal medicines are stabilized at 8 million mu or so, the output of 1 million tons or so, the comprehensive output value of 110 billion yuan, 135 billion yuan, respectively, to maintain the planting area, the output of the country's leading, to create a strong province of the national Chinese herbal medicines industry, an important distribution center of Chinese herbal medicines, and build a world-class production base of traditional Chinese medicines.

Cultivate and strengthen the beef cattle industry. Northeast Yunnan, Yunnan Province, focusing on the layout of a number of beef cattle basic cow expansion area, focusing on the layout of the central Yunnan Province, international livestock trading center and a number of beef cattle fattening and processing area, focusing on the layout of a number of characteristics of northwestern Yunnan Province beef cattle breeding and processing area, focusing on the layout of a number of western Yunnan Province, southwest Yunnan Province, the layout of a number of cooperation between the domestic and foreign cattle breeding and processing demonstration area. Focusing on the implementation of natural ecological grazing and shelter-feeding healthy large-scale breeding projects, it will vigorously develop large-scale, intensive, standardized and facility-based farms (districts) and promote the development of the whole industrial chain. By 2020 and 2022, the output of beef cattle will reach 6.2 million heads and 6.8 million heads respectively, the meat production will reach 750,000 tons and 800,000 tons respectively, and the comprehensive output value will reach 100 billion yuan and 110 billion yuan respectively, so as to make Yunnan the largest green and organic beef cattle production base in China and the innovation base of new products and new modes of business, and to make the “Yunnan Cattle” into the Chinese beef cattle industry. Yunling Beef Cattle” will become a famous brand of beef cattle in China.

Effectiveness of talent revitalization

Implementing a more active, more open and more effective talent policy to promote the revitalization of rural talents, so that all kinds of talents can give full play to their abilities, display their talents and show their skills in the countryside.

Cultivation Program for Rural Talents. Implement the “vocational quality and ability enhancement training” for rural practical talents, cultivate a batch of “local experts”, “field experts”, industrial development leaders and rural e-commerce talents, support a batch of agricultural professional managers and brokers, and cultivate a batch of agricultural professionals and brokers. It will also

support a number of agricultural professional managers and brokers, and cultivate a number of rural craftsmen, cultural experts and inheritors of intangible cultural heritage.

Rural Finance and Accounting Management “Double Basic” Program. Focusing on the construction of basic financial and accounting systems in villages, the selection of basic financial and accounting personnel, and professional and technical training, the program will enhance the level of financial and accounting management of rural collective economic organizations, farmers' cooperative organizations, and self-governing organizations, as well as their ability to carry out standardized management of various types of basic economic activities.

The “Three Regions” Talent Support Program. Each year, 500 or so personnel from the “three regions” are guided to work or provide services in remote and impoverished areas, border ethnic areas and old revolutionary areas in the fields of education, medical care, agricultural technology, poverty alleviation and culture. Each year, it focuses on supporting the cultivation of a batch of talents urgently needed and in short supply in remote impoverished areas, border ethnic areas and old revolutionary areas.

Plan of Action for Science and Technology Specialists. Encourage and support science and technology specialists to carry science and technology, information, capital, management and other modern factors of production, and carry out innovation and entrepreneurship services at the grass-roots level in rural areas, and by 2022, strive to reach the size of the team of science and technology specialists of more than 10,000 people.

Effectiveness of Ecological Revitalization

Rural garbage management. A sound village cleaning system has been established, and rural household garbage treatment modes have been determined according to local conditions. Summarize and promote the experience of four national 100-county demonstrations of rural living garbage classification and resource utilization in Chengjiang County, Dayao County, Mile City and Binchuan County in our province, basically covering all counties (cities and districts) with the conditions. By the end of 2018, living garbage in townships (towns) will be fully collected and treated. By 2022, village living garbage will be fully collected and treated.

Rural living sewage treatment. Where conditions exist, promote the extension of urban sewage treatment facilities and services to rural areas on the outskirts of towns, build sewage treatment facilities for centralized treatment in densely populated villages far from towns, and promote the construction of household sewage treatment facilities in villages with smaller populations. Areas with the conditions are encouraged to adopt ecological treatment modes such as artificial wetlands and oxidation ponds. By 2020, basic full coverage of domestic sewage treatment facilities will be realized in townships (towns), and basic full coverage of domestic sewage treatment facilities will be realized in villages with tourism characteristics, beautiful and livable villages, and villages around the nine highland lakes.

Rural toilet revolution. By 2020 and 2022, the number of newly-built and reconstructed tourism toilets along highways and transportation routes, scenic

spots, self-driving campsites and rest areas, tourism towns, tourism villages, gas stations and railroad lines will reach 2,700 and 3,400 respectively, and the penetration rate of rural sanitary toilets will reach 85% and 90% respectively.

Rural greening action. Comprehensive implementation of rural greening action, strict protection of rural mountains and old and famous trees, adhering to the principle of local flavor, appropriate land and appropriate trees, focusing on promoting village greening, village forests, farmland forest network, beautiful courtyard construction, and basically realize the rural greening pattern of “forested mountains, farmland forest network, village gardens, road forests, courtyard flowers and fruits”. The pattern of rural greening is basically realized.

Large-scale land greening action. The government will continue to push forward major projects for ecological protection and restoration, and implement the construction of key protection forests on the Yangtze River and Pearl River; by 2022, it will complete the construction of 1 million mu of forests. Cultivated land on slopes of more than 25 degrees, cultivated land on slopes of 15-25 degrees in important water sources, terraced land on steep slopes, cultivated land with serious rocky desertification, seriously polluted cultivated land, and cultivated land left fallow by migrants are included in the scope of the new round of projects of returning farmland to forests and grassland, so as to realize that they should be returned as much as possible, or as much as they can be returned. Promote the management of steep slopes and the construction of Tianbao public welfare forests, strengthen forest protection and cultivation, and accurately improve the quality of forests. Protection and restoration of plateau wetlands. A red line system for wetland protection will be established, and total area control will be implemented to ensure that the total amount of wetland resources of 8.45 million mu will not be reduced. It will strengthen the guidance for the construction of national wetland parks, introduce the Development Plan for Wetland Parks in Yunnan Province, and accelerate the construction of a wetland reserve system based on wetland parks. Comprehensively promote the identification of provincial-level important wetlands and general wetlands. In villages and communities with conditions, the construction of small and micro wetlands will be actively promoted. By 2020 and 2022, the wetland protection rate will be increased to over 52% and 54% respectively.

Effectiveness of Cultural Revitalization

Demonstration project of characteristic cultural industries in villages. Strengthen the in-depth integration between creativity, design and the production of ethnic and folk crafts, and by 2022, cultivate 50 model enterprises of characteristic cultural industries, 50 model villages of characteristic cultural industries, 50 famous brands of ethnic and folk crafts, and 50 model neighborhoods of sales of characteristic cultural industries represented by gold, wood, soil and stone cloth. Revitalization of traditional crafts in villages. Implement the Action Plan for the Revitalization of Traditional Crafts in Yunnan Province, establish a catalog for the revitalization of traditional crafts, improve the level of product design and production of traditional crafts, and cultivate rural traditional craft products with ethnic and regional characteristics. It will expand the ranks of traditional craftsmen in villages, carry out “non-heritage + poverty alleviation” work, and help rural people master a craft or technology. Protection

and development of traditional handicrafts of ethnic minorities. Supporting the development of ethnic minority embroidery, tie-dyeing, wood carving, batik, marble handicrafts, silverware, braided fabrics, pottery making, bronze craftsmanship, jade carving and other ethnic minority handicrafts with potential, and accelerating the formation of local ethnic brands with a certain degree of influence.

Organizational Revitalization Effectiveness

Rural party branch standardization construction. Continuously promote the standardized construction of party branches to create the standard, the way and method, strict implementation of the procedures of investigation and mapping, the development of programs, the creation of the standard, assessment and acceptance, and the standard named; the creation of the content, focusing on the strengthening of the basic organization, the basic team, the basic system, the basic activities, the basic security construction; work mechanism, adhere to the county, townships, villages, and groups of the four levels of linkage, the rate of the above, the following promote the above, and to promote the “The whole county to improve, the whole township to promote, a hundred village demonstration, a thousand groups to promote the overall enhancement of the quality of rural grass-roots party building level. Rural grass-roots organizations operating financial security. Establishing a system for guaranteeing funding for grassroots Party building in townships. Comprehensive implementation of stable financial investment-based village-level organizations operating funds security policy, focusing on protecting the basic compensation of village cadres, village-level organizations office expenses, while protecting the operation and maintenance expenditure of rural public services, the normal departure of village cadres living allowances, villagers' group cadres lost time allowances, and so on. Provincial and municipal finances should further increase funding inputs, and county-level finances should be properly implemented to ensure the normal operation of village-level organizations.

Conclusion

This paper evaluates the historical background and theoretical origin of the rural revitalization strategy, the effective ways to implement rural revitalization in Yunnan Province, and the effectiveness of Yunnan Province in the five aspects of industrial revitalization, talent revitalization, ecological revitalization, cultural revitalization and organizational revitalization, and concludes that although Yunnan Province's rural revitalization has made some progress, the policy needs to be continuously optimized, and the resources need to be more reasonably allocated. In the process of future policy development, more listening to the voice of the masses is needed to ensure that the implementation of policies is more targeted and operable, which will help to achieve sustainable economic development. In conclusion, the implementation of Yunnan's rural revitalization strategy has its own characteristics, and continued evaluation of typical cases in other provinces will help to collect a set of models suitable for rural development in the country.

Notes and References

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