

New rural construction background analysis of optimization countermeasures of agricultural economic management

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Abstract. China is a large agricultural country, the agricultural economy in China's economic system has always occupied a crucial position. In the context of new rural construction, how to develop the agricultural economy and improve the income of the agricultural economy has become the main problem facing the construction of new rural areas in China at present, at present, with the continuous improvement of China's scientific and technological level, China's economic structure has undergone certain changes, and the modernized economic model has been formed, which has caused a certain impact on the development of the agricultural economy. The article mainly analyzes the concept of agricultural economic management in the context of new rural construction, and elaborates on the importance of agricultural economic management, identifies the outstanding problems in agricultural economic management, and finally puts forward optimization countermeasures, with a view to improving the effect of rural economic management and making China's agricultural economy better developed.

Keywords. New rural construction, agricultural economy, management, optimization countermeasures.

Since the reform and opening up, China's urbanization has been accelerating, and the gap between the urban economy and the rural economy has become more and more obvious; in order to shorten the gap between the rural economy and the urban economy, our government has gradually strengthened the importance of rural construction, implemented a new rural construction policy, and intensified its efforts in the construction of new rural areas. China is a large agricultural country, during the construction of new rural areas, the agricultural economy plays a crucial role in promoting the development of the agricultural economy from a region can be directly seen in the level of regional construction of new rural areas, so the management of the agricultural economy is very important. In the context of new rural construction, the relevant departments must strengthen the importance of agricultural economic management, explore a reasonable and feasible agricultural economic management strategy, and commit to improving the level of agricultural economy.

1. On new rural and agricultural economic management

The construction of new rural areas is to repair and remodel the original rural infrastructure, to make the rural infrastructure more complete, and to create a good living environment for rural residents. Nowadays, many rural residents still live in dilapidated rural houses, and there is no perfect infrastructure around, life is very inconvenient and income is basically derived from agricultural production, the income model is relatively single, the rural residents of the economic level and quality of life is difficult to improve. The new rural construction is for rural residents to build more perfect infrastructure, to provide convenience for their lives, at the same time, through the way of attracting investment, improve the income structure of rural residents, so that their income level has been effectively improved, and further promote the rapid development of the rural economy. In the context of new rural construction, rural economic management is a very important management content, which is directly related to the modernization and development level of local agriculture, but also directly affects the progress of new rural construction. Affected by the traditional ideological concepts, many relevant staff do not fully understand the importance of agricultural economic management, in the development of agricultural economic management, still using the traditional management mode, not according to the changes of the times and optimize the management mode, it is difficult to achieve the desired management effect, to the development of the agricultural economy has brought great obstacles. Nowadays, the mode of agricultural economic development is usually based on the family contract responsibility system, which adopts the self-sufficient production mode, and this production mode has serious drawbacks, which is not conducive to the integrated management of agricultural economy, and it is difficult to further improve the level of agricultural economy. Therefore, in the process of agricultural economic management, it is necessary to actively change the traditional family-based agricultural production mode, and while promoting the construction of new rural areas, it is also necessary to promote new agricultural production modes, such as centralized agricultural production and rotational farming production, so as to improve the level of agricultural economic development and further enhance the income of rural residents.

2. The importance of agricultural economic management

Agricultural economic management is an important factor affecting the development of the agricultural economy, in the process of agricultural economic development, agricultural economic management plays a pivotal role, if managers can be based on the local agricultural economic development, to take practical agricultural economic management strategies, then the agricultural economy can always maintain the healthy development of vitality, the agricultural economy will continue to accelerate the rate of economic growth, on the contrary, the agricultural economic development will be very slow, or even stagnation, the poverty of people in rural areas is difficult to effectively solve the problem. On the contrary, the development of the agricultural economy will be very slow, or even stagnant, and it is difficult to effectively solve the problem of poverty in rural areas. According to relevant statistics, from 2015 to 2019, an average of

11.09 million rural poor people were successfully lifted out of poverty each year in China, and the number of people lifted out of poverty has exceeded 10 million for seven consecutive years, which shows that China has gradually strengthened the importance of agricultural economic management, and the structure of the agricultural economy is gradually being improved. In the process of agricultural economic management, through the reasonable distribution of production factors, resource integration and other management means, can make the agricultural economy better development, the economic income of rural residents will also be greatly improved, urban-rural economic differences will be effectively shortened, which is also very favorable for the construction of a harmonious society. It can be seen that agricultural economic management is a very important management content, in the process of new rural construction, it is necessary to strengthen the degree of attention to agricultural economic management.

3. The effectiveness of agricultural economic development under the concept of new rural construction

(1) modernized agricultural business system initially formed modernized agriculture is a strategic goal set by China, in recent years, with the rapid development of China's economy, the development of the agricultural economy has also received widespread attention, in order to speed up the pace of development of the agricultural economy, improve the economic income of the residents of rural areas and living standards, so that the agricultural economy for China's overall economic development to make a greater contribution to the Chinese government set up modernized agricultural In order to speed up the development of the agricultural economy, improve the income and living standard of rural residents, and make the agricultural economy make a greater contribution to the overall economic development of China, our government has set up the goal of modernizing agriculture, and increased the development of modernized agriculture. The modernization of agriculture mainly includes production modernization, industrial system modernization and operation modernization, etc. With the continuous improvement of agricultural production technology, the quality of agricultural products has been recognized by more and more consumers, and the rural consumer market has become more and more standardized, showing great potential for development. New rural construction is to achieve this goal and carry out, in the context of the new rural construction, China's agricultural modernization further accelerated the progress of the modern agricultural business system has been initially formed, the production and management structure is gradually tending to improve, for the rapid and stable development of the agricultural economy has laid a solid foundation. In addition, with the gradual progress of the new rural construction, the agricultural market system has also undergone a great transformation, formed the online and offline linkage of the market operation system, while also integrated the modern logistics system, providing convenient conditions for the delivery of agricultural products, all of which shows that China's modernized agricultural business system is gradually tending to be perfected.

(2) The reform of the rural property rights system has been basically completed

The essence of optimizing the effectiveness of rural economic management is the continuous improvement and optimization of the rural management system. China has implemented the basic rural management system based on the household contract responsibility system and the combination of unification and division, which has played a decisive role in the development and management of the rural economy. Collective property rights system is through the village collectively owned assets, resources, funds for a comprehensive inventory, verification, and in the form of shares and shares of rights to each member of the collective economic organization, the implementation of the farmers of rural land contract management rights, the right to use the residential base and the right to distribution of the collective asset income, as a way to stimulate the farmers' enthusiasm for production, to reduce the problem of the outflow of labor, and to attract more professionals to go to the rural areas to engage in agricultural production work, and vigorously promote the development of rural economic development and management, and to promote the development of the rural economy. In 2016, the reform of the agricultural property rights system was officially launched on a pilot basis, and by 2021, the reform of the rural property rights system will be fully completed.

4. Deficiencies in Agricultural Economic Management in the New Rural Perspective

(1) Insufficient resource base guarantee

At present, many rural areas in China are still too dependent on natural resources for agricultural production, and the resource base is seriously insufficient, which largely restricts the development of the agricultural economy. Natural disasters have a very great threat to agricultural production, once drought, flood, cold wave and other natural disasters, then agricultural products will be greatly affected, the yield will decline sharply, and even the phenomenon of crop failure. However, at present, the infrastructure construction in many rural areas is not particularly perfect, water conservancy construction, transportation and communication network and the city have a very big gap, in the event of natural disasters, cannot rely on infrastructure to solve the problem to reduce losses. In addition, due to the rural economy and urban economic differences are too large, the rural residents of too single source of income, relying only on agricultural income is difficult to meet the daily income and expenditure needs of rural residents, so many young and middle-aged people in rural areas have chosen to go out to work, entrepreneurship, the problem of outflow of population is very serious, the lack of human resources to support the construction of new rural areas, many new rural construction projects because of the lack of human resources and had to be postponed, and this has also caused the development of the agricultural economy. And this has also caused certain obstacles to the development of the agricultural economy.

(2) Some rural people do not recognize the important role of agricultural economic management.

The important role of economic management Nowadays, the vast majority of young people in rural areas choose to work in economically developed cities, and some of them have received higher education in rural areas, will choose to work in institutions or private units, and will not choose to return to the rural areas to develop agriculture, the traditional planting mode of the rural population has not yet been transformed, and the level of modernization of agricultural production is low in comparison with that of developed countries. Many rural residents in agricultural production are upholding the traditional ideological concepts, still using the traditional smallholder economic model, each family contracted a small portion of land, and did not carry out centralized, large-scale planting, but also do not fully understand the important role of agricultural economic management, the local government departments to carry out the relevant work, but also part of the rural population is not willing to cooperate, which also largely hindered the development of the agricultural economy. Agricultural economic development.

(3) Business management system needs to be optimized

Compared with industrial products, the production cycle of agricultural products is more fixed, in the production process is susceptible to a variety of unfavorable factors, so the price fluctuations of agricultural products is also very large, and has a great deal of business risk, which undoubtedly increases the difficulty of agricultural economic management. In recent years, China attaches more and more importance to the development of agricultural economy, governments around the world in order to speed up the development of agricultural economy, safeguard the interests of farmers, introduced a large number of agricultural production support policies, which mainly include agricultural insurance, agricultural subsidies and credit support, etc., to encourage the development of rural residents in the modernization of agriculture. At the same time, because rural residents are inexperienced in the development of modernized agriculture and are prone to encounter problems in the process of development, the government has also provided training for farmers and market consulting services to help rural residents to study the market, which has further stimulated the motivation of rural residents. However, due to the inadequacy of the business management system, the assistance provided to rural residents in many places is very limited, and some places even do only superficial work, without actually solving the problems faced in the development of modern agriculture, so that the results of rural economic management are not particularly satisfactory, and the speed of agricultural economic development is difficult to be effectively improved.

(4) Weak management team

In agricultural economic management, agricultural economic management staff as the management of the implementation of the work, its importance is self-evident, the management staff must have a solid management foundation, have a strong management consciousness, only then, can effectively ensure the effect of agricultural economic management, improve the speed of agricultural economic development. However, at present, many agricultural economic management personnel have a lack of management awareness, in carrying out management work, do not fully recognize the importance of their own work, management efficiency and management quality is low. In addition, many agricultural economic management personnel are locally elected, these agricultural economic management personnel did not receive higher education, and did not participate in the specialized agricultural economic management training, management level is low, in the management of the management of the problems encountered hindering the development of agriculture, often do not know how to solve the problem, and cannot formulate a practicable agricultural economic management program.

(5) Lack of specialization in agricultural economic management

China has a vast land area, a large part of which is agricultural land, with a high annual output of agricultural products, which can produce a large number of agricultural products every year. However, many areas in the process of agricultural development, and did not establish a clear development goal, agricultural development is more scattered, hindering the development of agricultural economy. As of now, many rural areas are still practicing the traditional independent production mode, carrying out agricultural production on a family basis, with a low degree of concentration of agricultural production and generally low production efficiency, many families do not have modern crop production techniques, crop yields are limited, and the problem of wasting land resources is very serious, with the true value of much land not being fully tapped. The main reason for these problems is the lack of professionalism in the management of the agricultural economy; agricultural economic managers have a low level of specialization, are unable to carry out integrated planning of the agricultural production model, and do not have clear development goals.

5. Countermeasures for agricultural economic management in the context of new rural construction

(1) Vigorously publicize modern agricultural knowledge

In agricultural economic management, the relevant government departments play a crucial role in guiding, whether the government can make the right guidance and publicity, directly related to the effect of agricultural economic

management, but also affects the development of the agricultural economy. Therefore, in the context of the construction of new rural areas, agricultural management departments must actively change their traditional concepts, strengthen the importance of modern agricultural development, and do a good job of publicity, increase publicity efforts, so that every rural resident can recognize the importance of modern agricultural development, so that they are actively involved in the modernization of agricultural development work, so that every rural resident can obtain from the modernization of agricultural development The considerable benefits from the modernization of agricultural development will further stimulate their enthusiasm and vigorously cooperate with the management of agricultural economic management personnel. At the same time, the government in carrying out publicity work, not only the rural residents as the target of publicity, but also to strengthen the management of staff publicity, so that they realize the importance of agricultural economic management, in carrying out the management of the work to put more energy. In addition, to give full play to the important role of the market, agricultural economic management personnel in carrying out management work, must strengthen the market research, according to the understanding of the market development situation, to formulate a matching agricultural development model, and constantly improve the structure of agricultural development, so as to improve the effect of agricultural economic management.

(2) Improve the allocation of agricultural factors, and promote the high-quality and efficient development of leading industries

Develop leading industries according to local conditions, create industrial clusters, gradually adjust and optimize the structure of agricultural industry, focus on creating high-quality, efficient and intensive industrial development system, promote the layout of "one county, one industry" to form as soon as possible, focus on enhancing the added value of the industry, and change the rough growth and "eat by day" traditional agricultural production mode into factory, large-scale, scientific and technological agricultural industry mode, and thus promote the high quality and efficient development of agricultural industry. "The traditional agricultural production model for the factory, large-scale, technological model of the agricultural industry, and then promote the agricultural industry high-quality, efficient development, and to do this, it is necessary to have sufficient talent, capital and technical support. At the same time, the relevant government departments should also guard the red line of arable land, do a good job of basic farmland protection, to avoid the transformation of the nature of basic farmland land, to provide sufficient land security for agricultural development. In addition, the government should also vigorously promote the revitalization of rural talent, the introduction of more supportive policies for agricultural development, to attract more entrepreneurs, college students and agricultural talent to return to their hometowns to develop agriculture, and fully utilize their resources, technology and talent to promote the development of the local agricultural economy, and provide a strong support for the sustainable development of the agricultural economy. In order to avoid the lack of funds in the development process of agricultural entrepreneurs, the government should also actively implement the "financial funds + credit funds" financing support model, and attract more investment bodies to invest, so that more capital flows to the agricultural industry. Finally, a sounder agricultural risk protection mechanism should be established to help agricultural operators share agricultural risks and improve their risk-bearing capacity.

(3) Change the traditional mode of agricultural economic management

There is a great correlation between the agricultural economy and the construction of new rural areas, through the construction of new rural areas, can make the agricultural economic development speed to be effectively enhanced, and the enhancement of the level of the agricultural economy can accelerate the speed of the construction of new rural areas, the two complement each other. Therefore, the relevant departments must actively change the traditional way of agricultural economic management, according to the actual development situation, choose the most appropriate management method, so as to ensure the effect of agricultural economic management, to provide support for the rapid and stable development of the agricultural economy. When agricultural economic managers carry out management work, they can consider combining agricultural economic management and new rural construction together to realize the coordinated development of agricultural economy and new rural construction. At the same time, in the management process, managers should also take into full consideration a series of possible impacts on the development of the agricultural economy, and formulate a sound agricultural economic development plan, requiring agricultural practitioners to carry out agricultural production work in strict accordance with the development plan.

(4) Building an agricultural economic management team

The new rural construction proposes that in the process of new rural construction, not only should we build a perfect infrastructure, but also improve the comprehensive quality of local residents, and realize the "new countryside of things" and the "new countryside of people" at the same time. Therefore, grass-roots agricultural management personnel must actively respond to the call of the Party and the government to strengthen the quality management of agricultural workers and continuously improve their comprehensive quality level. At the same time, the relevant departments should strengthen the quality of agricultural economic management personnel training, regular training courses, through long-term training, to improve their comprehensive quality, so that they have a strong sense of responsibility and management in agricultural economic management work, to create a higher level of comprehensive quality of the agricultural economic management team, for the agricultural economic management work to carry out the smooth and effective to provide effective protection.

(5) Agricultural economic management personnel training work

Agricultural economic management personnel as the implementation of management work, its level of specialization is directly related to the management effect, if the agricultural economic management personnel do not master professional economic management knowledge and management skills, then the management effect will be difficult to be effectively guaranteed. Therefore, the relevant government departments must do a good job of agricultural economic management personnel training, regularly organize training courses, and require all managers to actively participate in the training, in the training not only to transfer to the modern knowledge of agricultural economic management, but also to let them master more agricultural economic management skills, so that they know how to efficiently and effectively carry out the work of agricultural economic management, and how to cope with the obstacles to the development of the agricultural economy. The problems that hinder the development of the agricultural economy. In the context of the new rural construction, the relevant staff must fully recognize the importance of agricultural economic management, and strictly implement the agricultural development strategy put forward by the Party and the government to ensure that agricultural economic development can comply with the requirements of the Party and the government. In addition, in order to improve the professional level of agricultural economic management personnel, government departments should also strengthen the establishment of internal communication platforms to provide communication and exchange platforms for agricultural economic management personnel in various regions, so that they can continuously improve their own level of agricultural economic management through the communication and exchange of colleagues, master a more comprehensive agricultural economic management skills, and further improve the effect of agricultural economic management. and promote the healthy and stable development of agricultural economy.

(6) Linking agriculture and industry

During the construction of new rural areas, human resources are very important, and only by ensuring sufficient human resources can we ensure that the construction of new rural areas is carried out smoothly and efficiently, and further promote the development of agricultural economy. However, at present, many rural areas have the problem of population outflow, most of the young and middle-aged laborers choose to work abroad, and few young and middle-aged laborers stay in the countryside. Therefore, the relevant government departments must take effective measures to attract the labor force to return to their hometowns to work, for example, linking industry and agriculture together, building some factories in rural areas, creating a large number of jobs, thus reducing the loss of rural labor force, attracting more labor force to flow into the countryside, and providing sufficient human resources for the smooth and efficient implementation of the construction of new rural areas. Agricultural production can be divided into two periods: the idle period and the busy period, in the idle period, the labor force can choose to work in the factories opened near the countryside, while in the busy period, they are put into agricultural production. In order to make the labor force smoothly transition from industry to agriculture, the local government should also strengthen the communication with local factories and help the rural labor force to get the agricultural vacation, which can attract more labor force to return to their hometowns, and at the same time can avoid the problem of labor loss.

(7) Appropriate land transfer

Nowadays, many domestic rural areas are still practicing family-style agricultural production mode, such a relatively decentralized mode of agricultural production, the waste of land resources is very serious, at the same time, large-scale agricultural equipment cannot be used to carry out cultivation, agricultural production efficiency is low, and agricultural production is generally not high, the value of land resources cannot be given full play. This is a major problem faced by the current agricultural economic management, in order to achieve the goals of agricultural economic management, it is necessary to properly solve this problem. Relevant government functions need to change the traditional land policy, re-planning the land, and organizing land planning activities, through which to collect the views of rural residents on land planning. If rural residents are no longer willing to continue to engage in agricultural production activities, they can transfer their land to other subjects in the form of selling or leasing their land use rights, thereby increasing the degree of land centralization, giving fuller play to the value of land resources, and promoting the healthy development of the local agricultural economy.

(8) Focus on resource planning, promote the scale of agricultural economy

In agricultural economic management, the rational planning of resources is a very important management content, through reasonable resource planning, can improve the degree of agricultural economic scale, can make the resources to be more fully utilized. Therefore, agricultural economic managers must strengthen the importance of resource planning, according to the local agricultural development situation, the integration of agricultural resources, and then integrated planning to ensure the rationality of resource planning. In order to make fuller use of agricultural resources, the relevant government departments should also set up agricultural cooperatives to provide local agricultural practitioners with advisory and guidance services, to fully exploit the added value of the agricultural products themselves, and thus speed up the development of the local agricultural economy.

6. Conclusion

Since the reform and opening up, although all walks of life have been rapid development, but in the process of development have also been subjected to severe tests, especially the development of agriculture, but also by layers of obstacles. In order to further promote the rapid development of the agricultural economy, so that agriculture for the overall development of China's economy to make a greater contribution, the relevant government departments must strengthen the importance of agricultural economic management, increase the strength of agricultural economic management. In the context of the construction of new rural areas, agricultural economic management personnel, when carrying out management work, must be based on the local agricultural development situation and the new rural construction plan, the structure of the agricultural economic management to make appropriate adjustments, and the construction of a more perfect agricultural infrastructure, to provide more convenient conditions for agricultural production, to further stimulate farmers' enthusiasm for production, and to promote the rapid development of the agricultural economy.

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