

# Exploration of Private Enterprises Assisting Rural Revitalization

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**Abstract:** After the comprehensive victory in poverty alleviation in 2021, the curtain of rural revitalization has been lifted, which is the shift of the focus of rural work. In the process of poverty alleviation, private enterprises played a pivotal role. After the Rural Revitalization Strategy was put forward, private enterprises actively participated. They not only assumed social responsibility but also developed themselves, which is of great significance.

**Keywords:** Private enterprises; Rural revitalization; Industrial revitalization; Social benefits

## 1. Introduction

After the national victory in poverty alleviation in 2021, the focus of rural work has shifted to rural revitalization. In the process of implementing rural revitalization, in addition to internal rural entities, the main body should also encourage all sectors of society to participate together. "Private enterprises are an important force in rural revitalization. They continuously invest in rural areas to make up for their shortcomings, enrich the content of poverty alleviation through industries, place a large number of surplus labor force, and increase the income of farmers; Supporting education, promoting commerce and promoting traditional virtues of the Chinese nation in rural areas; Plays an important role in rural revitalization.

## 2. Literature Review

Huang(2022) proposed that private enterprises should actively participate in major national strategic construction, help consolidate and expand the achievements of poverty alleviation and effectively connect with rural revitalization, mobilize and organize private economic personnel to actively participate in rural spiritual poverty alleviation, and work together to achieve

common prosperity. Wang et al. (2022) Proposing effective paths is of great significance for promoting rural development. The path is to actively carry out united front work in the private economy and stimulate internal driving forces.

In summary, domestic and foreign scholars have accumulated rich experience in studying the assistance of private enterprises in rural revitalization. Domestic scholars focus more on the research of industrial revitalization, cultural revitalization, and revitalization paths, with practice as the focus of research. They discuss the shortcomings in the process of private enterprises assisting rural revitalization, and based on practice, properly handle the practical problems in development and propose corresponding countermeasures. On the basis of previous research by relevant scholars, this study analyzes the current situation of private enterprises assisting rural revitalization, identifies their existing problems, conducts in-depth exploration of the identified problems, proposes constructive countermeasures, and guides private enterprises to better assist rural revitalization.

## 3. The Situation of Private Enterprises Assisting Rural Revitalization

With the implementation of the rural revitalization strategy, private enterprises in China have participated in rural revitalization and achieved certain revitalization results. Overall, private enterprises in China are well aware of the strategic significance of participating in rural revitalization. On the one hand, they are optimistic about the development potential of rural areas, and on the other hand, they are willing to serve rural areas. At present, private enterprises mainly focus on serving rural areas in areas such as agricultural industry, rural tourism and entertainment, and agricultural product

processing. The current situation mainly includes the following four aspects.

### **3.1 Promoting the Development of the Agricultural Industry**

The prosperity of rural industries is the economic foundation for rural development and the fundamental solution to rural problems. Private enterprises can establish and develop industrial bases in rural areas, adjust industrial structure, and transform agriculture from a traditional labor-intensive and decentralized business model to a mechanized and intensive business model. Establish an industry for deep processing of agricultural products, increase the added value of agricultural products, and promote the prosperity of rural industries.

### **3.2 Solving the Employment of Rural Labor and Increasing the Income of Farmers**

Private enterprises developing industries in villages require a large amount of labor to complete production and provide services, which can solve the employment problem for the local population. The development of private enterprises and the increase in income of villagers have laid a solid human and economic foundation for rural revitalization.

### **3.3 Improved Ecological Environment**

The development of private enterprises can make positive contributions to improving rural living environment, upgrading agricultural production environment, protecting ecological environment, and building beautiful countryside. Unlike industrial enterprises, private enterprises rely on beautiful ecological environments, distinctive rural landscapes, and pollution-free advantages to develop their unique industries, transform ecological advantages into economic advantages, focus on protecting rural natural environment, historical and cultural elements, reasonably transforming residential buildings, beautifying and greening rural landscapes, and promoting the appreciation of rural natural capital.

### **3.4 Realize a Win-Win Situation Between Private Enterprises and Limited Rural Areas**

The assistance of private enterprises in rural revitalization can achieve local win-win between enterprises and rural areas. On the one hand, private enterprises obtain their own operating benefits and maintain their own development to

a certain extent through appropriate management; On the other hand, private enterprises take on the social responsibility of rural development and assist in rural revitalization. Through research, it has been found that there are a large number of win-win practices between private enterprises and rural areas in China.

## **4. The Problems of Private Enterprises Assisting Rural Revitalization**

Private enterprises are an important component of participating in rural revitalization and play an indispensable role in serving rural revitalization. Although certain achievements have been made, there are still some problems. The main problems are manifested in the following aspects. The policies to encourage private enterprises to participate in rural revitalization need to be improved, and the guidance mechanism has not been formed. Due to the poor service and leadership channels of governments at all levels, the pace of private participation in rural revitalization is slow.

### **4.1 The Guidance Mechanism Is Not Sound Enough**

At present, the participation of private enterprises in rural revitalization is mostly scattered and independent. In the process of implementation, there is no organization and leadership, no specific steps and measures, and the role they can play is insufficient.

### **4.2 Backward Supporting Policies**

The relatively lagging implementation of policies at the local level makes it inconvenient for private enterprises to participate in rural revitalization. For example, preferential policies for the training of hired and new workers need to be introduced.

### **4.3 Inadequate Ideological Understanding**

On the one hand, although some private enterprises have dispatched assistance responsible persons, on the other hand, they have not implemented subsidies for the assistance responsible persons, which has dampened the enthusiasm of the responsible persons; On the other hand, arranging the work of the unit to the person in charge of assistance sent out has resulted in not all the person in charge of assistance leaving work,

shuttling back and forth between the unit and the assistance village, unable to fully devote themselves to rural revitalization, and greatly reducing the effectiveness of rural revitalization work; Secondly, some private enterprises are reluctant to invest in materials and funds for assistance. Under the government's advocacy, due to face saving reasons, they invest a very small amount, and do not take into account the actual situation in the village. The materials for assistance are not urgently needed by the village, so their role is minimal.

#### **4.4 Difficulty in Achieving a Win-Win Situation between Private Enterprises and Rural Development**

Although private enterprises have driven the development of rural economy, they have also encountered some problems that constrain the development of rural areas. In terms of investment and construction. Protecting the ecological environment is a prerequisite for rural revitalization, and economic development cannot be achieved by sacrificing the ecological environment.

#### **4.5 Poor Communication between Private Enterprises and Villagers**

Some private enterprises do not fully understand the needs of villagers and imagine providing some help to them. However, villagers have not opened up their hearts to private enterprises and expressed their needs. The help provided is not equal to the needs of villagers, which affects the effectiveness of the assistance.

#### **4.6 The weak awareness of self-development among villagers has constrained the effectiveness of assistance**

Since the implementation of the rural revitalization strategy, various sectors of society have been investing in assistance materials and funds to villagers. However, some villagers have a weak sense of self-development and have developed the bad habit of sitting and waiting for food. Private enterprises have donated some livestock, but when they see a slight profit, they sell them, and some even slaughter and eat meat, without thinking about developing aquaculture properly, resulting in ineffective assistance.

### **5. Strategies to Promote Private Enterprises to Assist Rural Revitalization**

As the main body promoting and implementing the rural revitalization strategy, the government needs to formulate appropriate policies and allocate a large amount of financial funds to inject into it. Villagers as direct beneficiaries. However, relying solely on the government and farmers is not enough. We need to mobilize the forces of all sectors of society. As the main body of the market, private enterprises have a very large number, and their participation will make the effectiveness of rural revitalization significant.

#### **5.1 Establish a Guiding Mechanism for Various Forces**

Through multiple channels, promoting the correct public opinion orientation to unite people's hearts, comprehensively explaining and promoting the strategic ideas of rural revitalization, creating a strong public opinion atmosphere for private enterprises to participate in rural revitalization, consolidating people's hearts, and achieving rural development; Develop corresponding industry incentive strategies to stimulate the confidence of private enterprises in participating in rural business and public welfare undertakings; Let the Federation of Industry and Commerce and charitable organizations guide private enterprises to actively participate in the public welfare undertakings of rural revitalization.

#### **5.2 Private Entrepreneurs Need to Improve Their Political Stance**

Every individual has a responsibility for the rise and fall of the country. For the comprehensive development of the country, we should all contribute our own efforts, and private enterprises are even more obligated. After the country develops, it can provide more opportunities for private enterprises, and village assistance is also a way to promote the brand of private enterprises, which in turn can promote their development.

#### **5.3 Increase Communication between Private Enterprises and Villagers**

The village assistance personnel dispatched by private enterprises need to frequently visit farmers, have heart to heart talks with them, understand their living conditions and urgent needs, and feedback the visit records back to

the unit, achieving information communication and providing a basis for private enterprises to formulate assistance measures, which can truly make good use of steel on the cutting edge.

The rise of the Chinese economy should not only focus on the urban economy, but also increase attention to the township economy. A large number of private enterprises are rooted in rural areas, contributing to economic growth, cultural prosperity, ecological protection, and organizational revitalization in their respective areas, providing strong support for achieving beautiful rural areas and a beautiful economy. Private enterprises are a key pillar in promoting rural prosperity and development, and their sustainable development through growth, innovation, and community interaction is of great significance for promoting rural revitalization. At the same time, rural revitalization can also feed back the development of private enterprise economy. Therefore, we hope that more social forces can pay attention to private enterprises and invest in rural revitalization, contributing knowledge and intellectual support to better promote rural revitalization in China in the new era.

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