

Study on the Construction Path of Ecologically Livable and Beautiful Villages in Jiangsu in the New Era

Aifang Zhu

Economics and Management Department, Suzhou Polytechnic Institute of Agriculture, Suzhou, Jiangsu, China

Abstract: This study focuses on the construction of ecologically livable and beautiful villages in Jiangsu in the new era. In line with the requirements of relevant implementation plans of Jiangsu Province in 2022, it analyzes the current construction situation through a random sampling survey on rural residents' satisfaction with the rural living environment and field investigations across the province. The results show that the previous renovation work has been highly recognized by most rural residents. However, there are problems such as insufficient maintenance of public toilets, unregulated discharge of domestic sewage, and poor implementation of waste classification. Additionally, difficulties including shortage of construction and maintenance funds, inadequate management capacity of village committees, and low participation of villagers are also prevalent. By studying the construction process and successful experiences of model villages such as Jiangxiang Village, the study constructs an endogenous driving mechanism and proposes construction paths for ecologically livable and beautiful villages in Jiangsu from five aspects: seeking government support to introduce advanced technologies, promoting the integrated development of the primary, secondary, and tertiary industries, optimizing various systems, cultivating and introducing talents, and strengthening cultural publicity. This study provides references for the construction of a "strong, prosperous, beautiful, and high - level" modern Jiangsu.

Keywords: Jiangsu; Ecological Livability; Beautiful Villages; Construction

In February 2022, the General Office of the CPC Jiangsu Provincial Committee issued the Implementation Plan for Carrying out the Rural Living Environment Renovation and Upgrading

Action during the "14th Five - Year Plan" Period to Solidly Promote the Construction of Ecologically Livable and Beautiful Villages. Based on the achievements of the previous three - year action for rural living environment renovation, this plan addresses issues such as unbalanced regional development, incomplete basic living facilities in some areas, and imperfect management and maintenance mechanisms within Jiangsu Province. It thoroughly implements the important instructions of General Secretary Xi Jinping on improving the rural living environment, and implements the requirements of the Notice on Issuing the Five - Year Action Plan for Rural Living Environment Renovation and Upgrading (2021 - 2025) issued by the General Office of the CPC Central Committee and the General Office of the State Council, aiming to further improve the quality of the rural living environment in the province and build ecologically livable and beautiful villages.

1. Specific Requirements for the Construction of Ecologically Livable and Beautiful Villages in Jiangsu in the New Era

This five - year rural living environment renovation and upgrading action will consolidate the foundation for village construction and highlight the ecological beauty of villages through measures such as the rural toilet revolution, domestic sewage treatment, domestic waste management, and comprehensive improvement of the water environment. It will enhance the quality of life of farmers and highlight the environmental beauty of villages by continuously carrying out village cleaning campaigns, improving the quality of the village public environment, promoting rural greening and beautification, and continuously improving farmers' housing conditions. It will protect the rural style and texture and highlight the humanistic beauty of villages by improving the level of rural style

protection, promoting the inheritance and development of rural culture, and popularizing the concept of civilization and health. Moreover, it will establish a long - term management and maintenance mechanism for the rural living environment with systems, standards, teams, funds, and supervision to improve the long - term management and maintenance level of the rural living environment. Finally, it will achieve the construction goal of "three beauties and one high" for ecologically livable and beautiful villages, namely ecological beauty, environmental beauty, humanistic beauty, and a high level of management and maintenance.

2. Analysis of the Current Situation of the Construction of Ecologically Livable and Beautiful Villages in Jiangsu in the New Era

To understand the implementation effect of the three - year action for rural living environment renovation in Jiangsu launched in 2018 and the public satisfaction, the author conducted a random sampling survey on rural residents' satisfaction with the rural living environment across the province, and randomly selected 6 villages in Taizhou, Xuzhou, Yancheng, Yangzhou, Nanjing, and Suzhou within Jiangsu Province for field investigations and interviews with village committees.

2.1 Analysis of Rural Residents' Satisfaction with the Rural Living Environment in Jiangsu in the New Era

A total of 410 questionnaires were distributed in this random sampling survey on rural living environment satisfaction, with 410 retrieved and 410 valid, resulting in a 100% validity rate. The gender ratio of the respondents was 43:57. Among them, respondents under 18 years old accounted for 15.12%, those aged 18 - 35 accounted for 49.02%, those aged 36 - 60 accounted for 24.63%, and those over 60 accounted for 11.22%. The age distribution was concentrated between 18 and 60 years old, so the survey results could represent the opinions of the main group of rural residents. The survey covered 8 cities (Suzhou, Wuxi, Nantong, Nanjing, Yangzhou, Taizhou, Yancheng, and Xuzhou) among the 13 prefecture - level cities in Jiangsu Province, basically representing the overall satisfaction of Jiangsu Province.

This questionnaire survey mainly focused on villagers' satisfaction with the village appearance, infrastructure construction, living

conditions, toilet environment, the level of civil morality and civilization, and the work ability and level of the village committee in their villages. The survey results showed that villagers had a relatively high satisfaction with the construction effect of the previous rural living environment renovation and upgrading action. In the six satisfaction surveys, the number of people choosing "very satisfied" was the largest. Among them, the proportion of "very satisfied" in three items exceeded 40%, and the proportion of "very satisfied" in the other three items was also close to 40%. The proportion of "satisfied" was also relatively high. Except that the proportion of "satisfied" with the village toilet environment was 27.8%, the proportion of "satisfied" in other items was basically around 35%. By adding the proportions of "very satisfied" and "satisfied", it was found that the highest satisfaction was with the current living conditions of the villagers' homes, followed by the village appearance, then the village infrastructure construction, the level of civil morality and civilization, the work ability and level of the village committee, and finally the village toilet environment.

Although the previous rural living environment renovation and upgrading action has achieved good results and been recognized by most rural residents on the whole, we cannot ignore the opinions of a small number of rural residents. In the six satisfaction surveys, 21% - 27% of the respondents chose "average" in each survey, and a small number of people chose "dissatisfied" or even "very dissatisfied". This indicates that the coverage of the previous rural living environment renovation and upgrading action has not been fully expanded, and there is still a long way to go to make up for the shortcomings in the "three rural areas" (agriculture, rural areas, and farmers) field for building a moderately prosperous society in all respects at a high level. Moreover, if this unbalanced regional development cannot be resolved in a short period of time, it will inevitably lead to comparisons and dissatisfaction among villagers, thereby affecting villagers' support and trust in the government. In the six satisfaction surveys, villagers' satisfaction with the work ability and level of the village committee ranked second from the bottom. Although the data gap is not large, this ranking must attract our attention.

2.2 Current Situation of the Construction of

Ecologically Livable and Beautiful Villages in Jiangsu in the New Era

2.2.1 Household Toilets Basically Popularized, but the Maintenance Level of Public Toilets Needs to Be Improved

Field survey results showed that most rural households in most areas have indoor toilets, which are all flush toilets with good sanitary conditions. Only 3 households in the surveyed village in Taizhou still use outdoor dry toilets. The overall renovation of household sanitary toilets is in good condition. However, the goal of full coverage of public toilets in administrative villages has not been achieved. For example, the surveyed village in Yangzhou currently has no public toilets. Most rural public toilets are managed by dedicated personnel and have good sanitary conditions, but the sanitary conditions of some rural public toilets are unstable, and blockages often occur. Most rural public toilets adopt water - flushing pipeline drainage for fecal sewage treatment, and the on-site agricultural absorption and comprehensive utilization of fecal sewage have not been realized. From the perspective of satisfaction survey results, the satisfaction with the rural toilet environment is also the lowest among all survey items. This is the weakest link in the construction of beautiful villages, and the construction and maintenance management levels of rural toilets need to be further improved.

2.2.2 Unregulated Discharge of Domestic Sewage, and the Level of Water Quality Management Needs to Be Improved

In the field survey, it was found that domestic sewage in the surveyed villages in Yancheng and Yangzhou is mostly discharged into nearby rivers, and there is no unified domestic sewage treatment system. The results of the random questionnaire survey also showed that 10.98% of the respondents chose to dump sewage directly, and 9.76% of the respondents would pour domestic sewage into nearby rivers. This indicates that the construction of sewage treatment systems in some villages is not in place, some villagers have not formed the concept of civilized, sanitary, and healthy living, the work effect of village committees in some areas is not significant, and the publicity of the concept of beautiful village construction is not sufficient.

The unregulated discharge of domestic sewage directly leads to the deterioration of water

quality around villages. Among the 6 surveyed villages, only the two surveyed villages in Xuzhou and Nanjing have good water quality, while the water bodies in the other 4 surveyed villages have varying degrees of pollution. The main pollution sources include domestic sewage, breeding sewage, and agricultural discharge. The results of the questionnaire survey also showed that only 46.83% of the respondents believed that the water quality in their villages is good, 33.66% thought it is average, and 19.52% believed that the water bodies in their villages have varying degrees of pollution. Areas with water pollution have basically carried out water environment treatment work, but the treatment effect is not significant. The main reason is that these villages have not solved the sewage discharge problem from the source. They are treating while discharging, which only treats the symptoms but not the root cause, and cannot fundamentally solve the problem. For example, the sewage discharge methods in the surveyed villages in Yancheng and Yangzhou mentioned above are relatively primitive. Although water environment treatment work has been carried out in these two places, the water pollution in these two villages is still the most serious among the surveyed villages.

2.2.3 Unified Collection of Domestic Waste, but the Implementation Effect of Waste Classification Needs to Be Improved

Survey results showed that at present, domestic waste in rural areas of Jiangsu Province has basically been placed at designated points and collected and treated in a unified manner. All 6 surveyed villages have implemented waste classification, but the implementation effect is not significant. Only the surveyed village in Xuzhou has achieved a significant effect in waste classification and realized the local resource utilization of domestic waste. The waste classification in the other surveyed villages is basically only a formality, and the local resource utilization of waste has not been realized. The results of the questionnaire survey showed that only 37.56% of the respondents would sort waste before putting it into designated places, 54.39% of the respondents would pack the waste uniformly and then put it into designated places, and 6.34% of the respondents still litter randomly. This indicates that the publicity and education on the concept of waste classification in rural areas are not sufficient, and the management level of village

committees in the implementation of waste classification needs to be improved.

2.2.4 Average Level of Village Greening, and the Rural Greening and Beautification Campaign Needs to Be Deepened

Among the 6 surveyed villages, 5 have a clean, sanitary, and beautiful appearance. 4 villages have small parks or public green spaces for villagers' leisure activities, and are equipped with fitness equipment, which has been widely praised by the villagers. However, except for the surveyed village in Yancheng, which has a good greening level, the greening level of the other villages is average. This should be directly related to the growth cycle of plants and maintenance management. The rural living environment renovation and upgrading action has not been carried out for a long time, and the plants planted in the public areas in the early stage have not yet grown up. During the visit, it was also found that villagers are relatively satisfied with the current rural environment, but they are also worried about whether this beautiful environment can be maintained for a long time. In addition to the construction of public green spaces, some villagers have also built vegetable gardens or courtyards using their own reserved land or flower beds. Family vegetable gardens and beautiful courtyards are also important parts of rural greening and beautification, and village committees should encourage and promote them.

2.2.5 Insufficient Excavation of Rural Culture, and the Inheritance and Development of Rural Culture Need to Be Promoted

The survey showed that 5 out of the 6 surveyed villages stated that they have no distinctive rural culture. All the surveyed villages have no cultural corners, book houses, libraries, or other cultural venues. This indicates that the village committees and villagers of these villages have no basic cultural needs, have not built a cultural environment, and let alone have the concept of cultural excavation and cultural protection. The lack of cultural awareness restricts the progress of villagers' ideological awareness, is not conducive to the inheritance and development of rural culture, and may even affect the progress of the construction of ecologically livable and beautiful villages.

2.2.6 Insufficient Publicity for Village Construction, and the Participation of Villagers in Construction Needs to Be Improved

The results of the questionnaire survey showed

that 32.68% of the respondents have a good understanding of the policies related to ecologically livable and beautiful villages in the new era, 22.44% have a relatively good understanding, 23.41% have a certain understanding, 17.07% have only heard of them, and 4.39% have no understanding at all. However, all the surveyed village committees believe that the policy promotion of beautiful village construction in their villages is very in place. In the field survey, it was found that the publicity in the surveyed villages in Xuzhou and Suzhou is relatively in place with various forms, and the villagers' awareness of construction and cooperation has been greatly improved. The village committees of the other surveyed villages reported that the improvement of villagers' awareness is not significant, and the enthusiasm of villagers' participation needs to be further stimulated.

2.3 Main Difficulties in the Construction of Ecologically Livable and Beautiful Villages in Jiangsu in the New Era

2.3.1 Shortage of Construction and Maintenance Funds

At present, the funds for the construction of ecologically livable and beautiful villages mainly come from government appropriations. Some villages will mobilize villagers to voluntarily pay self - raised funds, and some villages have plans to introduce enterprise investment to jointly build beautiful villages and share the results of the construction with investors. However, the construction cycle of ecologically livable and beautiful villages is long, and the maintenance cost is high. Relying on government funds is not a long - term solution. The amount and stability of the construction funds voluntarily paid by villagers cannot be guaranteed. If enterprise investment is to be introduced, questions such as what the profit points and attractiveness of beautiful village construction are, and whether the investment can be successfully introduced remain uncertain. At present, these three sources of funds have not completely solved the problem of long - term management and maintenance funds for ecologically livable and beautiful villages.

2.3.2 Inadequate Management Capacity of Village Committees

In the survey, it was found that the construction level of villages is closely related to the talent

structure of the village committee. For example, among the 6 surveyed villages, Huayansi Village in Peicheng Town, Xuzhou, which has a relatively good construction level, has 30 staff members in the village committee, all of whom have a college degree or above, and 3 of them have a postgraduate degree. However, Chaoyang Village in Lugou Town, Yancheng, which has a relatively poor construction level, has only 6 staff members in the village committee, and all of them have a senior high school degree or above. The number of talent teams in the village committees of the other villages ranges from 6 to 20, and their educational backgrounds are basically below the college level. In the survey, it was found that most village committees have insufficient communication with villagers, and the communication method is mostly one - way transmission without collecting feedback from villagers. As a result, the village committee thinks that the work has been done well, but the villagers still do not understand. This way of information transmission has seriously affected the enthusiasm of villagers' participation. Moreover, in the satisfaction survey mentioned above, the satisfaction with the work ability and level of the village committee also ranks relatively low. It can be said that the inadequate management capacity of the village committee is a major obstacle to the promotion of the construction of ecologically livable and beautiful villages at present.

2.3.3 Low Cooperation of Villagers

In terms of the participation in the construction of ecologically livable and beautiful villages, the survey showed that 30.49% of the respondents have a high level of participation, 23.66% have a relatively high level, 31.71% have an average level, 8.29% have a low level, and 5.85% have no participation. The overall participation level is not high. The village committees of all villages also said that the low cooperation of villagers is one of the main difficulties currently faced. The low participation in the construction of beautiful villages is also a major resistance to the local village construction.

2.3.4 High Pressure of Later Maintenance

Although the early construction of ecologically livable and beautiful villages is important, the later management and maintenance are even more crucial. Although all villages in the province have carried out the renovation of the village appearance, greening, and beautification of the villages in accordance with the

requirements of the higher - level government, both the village committees and the villagers are worried that these achievements may be short - lived and difficult to maintain for a long time. The later maintenance pressure mainly comes from the financial pressure, as well as the construction of the management and maintenance team and the establishment of the management and maintenance system.

3. Analysis of the Obstacles to the Construction of Ecologically Livable and Beautiful Villages in Jiangsu in the New Era

3.1 Economic Factors

As mentioned above, at present, the construction and maintenance funds of many villages mainly come from government appropriations and the construction funds voluntarily paid by villagers. Many villages still mainly rely on traditional agriculture, with low returns, and cannot achieve self - sufficiency in funds for village construction, so they are highly dependent on external funds. However, the supply of external funds is obviously unstable. Both the early construction and the later management and maintenance of ecologically livable and beautiful villages require a large amount of capital investment. The unstable capital supply chain will seriously affect the subsequent construction and maintenance of ecologically livable and beautiful villages, and also affect the confidence of village committees and villagers in the prospect of beautiful village construction.

3.2 Institutional Factors

Some village committees have not received formal management education and have no sense of system, and have not yet established incentive systems and restraint systems for village committees and villagers. Some village committees, due to the limitations of the cultural background and work experience of their staff, lack sufficient investigation and demonstration when formulating various systems. Many systems lack feasibility and scientificity and cannot play an incentive role or a restraint role in the implementation process. The lack of systems and ineffective implementation cannot well stimulate the work enthusiasm of the village committee, effectively restrict the bad behaviors of villagers, and cannot form a positive work force. As a result, problems such as the insufficient work ability of the village

committee and the low cooperation of villagers arise.

3.3 Talent Factors

Many projects in the construction of ecologically livable and beautiful villages require very professional talents for implementation and management, such as village development planning and design, company operation, domestic sewage treatment, and resource utilization of domestic waste. As mentioned earlier, at present, the overall educational level of the staff of the village committee is relatively low. The survey also found that a large number of young people have settled in cities in the process of urbanization, and the residents of many villages are mainly the elderly. Without systematic training, local talents in the village cannot basically meet the work requirements of the construction of ecologically livable and beautiful villages. Some villages have not even realized the importance of talent construction and have no plans to introduce talents so far. The introduction of external professional talents also requires attractive salary and welfare benefits. Without sufficient financial support and institutional guarantee, the talent introduction plan cannot be successfully implemented. The lack of talents has become a key bottleneck restricting the construction of ecologically livable and beautiful villages.

3.4 Technical Factors

In the process of constructing ecologically livable and beautiful villages, both the development of industries and the treatment of the rural environment require the support of some advanced technologies, such as the establishment of a circular agricultural system, the resource utilization of domestic waste, and the comprehensive improvement of the water environment. It is difficult for rural areas to achieve local research and development of these technologies, and they can only rely on the government to connect and introduce advanced technologies from scientific research institutions or purchase technologies with funds. If the village committee has low work enthusiasm, or has insufficient work ability to obtain government support, or has insufficient funds to purchase technologies, then technology will also become one of the bottlenecks restricting the construction of ecologically livable and

beautiful villages.

3.5 Cultural Factors

The cultural level of villagers in rural areas is also one of the obstacles to the construction of ecologically livable and beautiful villages. The level of cultural literacy often affects people's cognitive level. Generally speaking, the higher the cultural level, the faster the acceptance of new knowledge and new things, and vice versa. The survey found that the village committees in Jiangsu do not attach importance to improving the cultural level of the villagers in their villages. In addition, the overall cultural level of villagers in the vast rural areas is relatively low, so the improvement of the ideological and cognitive level of villagers in rural areas is not obvious. They tend to stick to the original way of life and accept new policies, new methods, and new things slowly. Therefore, their support and cooperation for the construction of ecologically livable and beautiful villages are not high.

4. Endogenous Driving Mechanism for the Construction of Ecologically Livable and Beautiful Villages

To solve the restrictive factors in the construction of beautiful villages, the research team visited advanced model villages with relatively successful construction, such as Jiangxiang Village, Yonglian Village, and Donglin Village, studied their construction processes and successful experiences, and summarized the endogenous driving mechanism for the construction of ecologically livable and beautiful villages.

First of all, the construction of ecologically livable and beautiful villages requires the selection of a capable, passionate, and motivated village secretary, the establishment of an active and efficient village committee, and leading villagers to raise initial funds by using local resources through loans, leases, financing, and other methods. With the help of the government, advanced technologies are introduced or purchased directly with funds. By combining locally cultivated talents or introducing external talents, efficient agriculture, agricultural processing industry, rural tourism, and other industries are developed in the village. Through the integrated development of the primary, secondary, and tertiary industries, on the one hand, job opportunities are provided for villagers to increase their income; on the other

hand, the goal of industrial prosperity is achieved, funds are accumulated through income generation, and continuous and stable financial support is provided for the continuous introduction of technologies and talents and the construction of ecologically livable and beautiful villages, so as to realize a sound and stable cycle of capital flow.

Secondly, the village committee leads the villagers to jointly discuss and formulate the management system of the village. The work enthusiasm of the village committee staff is improved through a reasonable and effective performance appraisal system and salary and welfare system of the village committee. The support and cooperation of villagers in the construction of ecologically livable and beautiful villages are effectively improved through the villagers' welfare distribution system, the democratic deliberation system, and the poverty alleviation system. The bad behaviors of villagers are effectively restricted through the villagers' code of conduct. The management and maintenance level of the construction of ecologically livable and beautiful villages is effectively improved through the long - term management and maintenance system. A system with clear rewards and punishments can effectively improve the enthusiasm of the village committee and villagers, increase industrial benefits and income, thereby further improving work enthusiasm and realizing a sound and stable cycle of villagers' support and cooperation.

Finally, on the basis of sufficient funds and effective systems, the village committee leading the villagers to carry out various work in the construction of ecologically livable and beautiful villages has economic and institutional guarantees, and the action goal of "three beauties and one high" can be truly achieved.

5. Construction Measures for Ecologically Livable and Beautiful Villages in Jiangsu in the New Era

5.1 Seeking Government Support and Introducing Advanced Technologies

The government's policies and guidelines are the beacon for the construction of ecologically livable and beautiful villages. The village committee needs to carefully interpret various policies and guidelines of the higher - level

government, follow the direction pointed out by the government, and make bold attempts. It should actively apply for various projects set up by the higher - level government, strive for financial and technical support and policy preferences, and create conditions for the construction of ecologically livable and beautiful villages. At the same time, the village committee should also strengthen communication and exchange with the higher - level government, and timely report the difficulties encountered in the construction of beautiful villages and the help needed to the higher authorities. The higher - level government also needs to visit various places and villages regularly, understand the construction situation of beautiful villages, collect the opinions and suggestions feedback from all villages, and effectively solve problems for the people.

In particular, it is difficult for villages with weak strength to solve the technical problems in the construction of beautiful villages on their own. They need the government to connect and introduce scientific research teams from scientific research institutions to help solve the problems. It is suggested that the government set up an expert team for the construction of ecologically livable and beautiful villages and develop an online consulting platform to provide professional consulting and technical services for all villages.

5.2 Promoting the Integrated Development of the Primary, Secondary, and Tertiary Industries to Provide Financial Guarantee

Industrial prosperity can provide sufficient funds for the construction of ecologically livable and beautiful villages and solve the economic constraints in the construction of beautiful villages. Due to the low added value of traditional agriculture, the realization of industrial prosperity in rural areas must take the path of integrated development of the primary, secondary, and tertiary industries. On the basis of traditional agriculture, we should actively develop new products, new business forms, and create new landscapes. For example, Donglin Village in Chengxiang Town, Taicang City, on the basis of traditional planting industry, has developed new products such as selenium - rich rice, developed new industries such as fruit planting, cattle and sheep breeding, feed processing, and fertilizer processing, and

successfully realized ecological circular agriculture relying on scientific research forces at home and abroad. Recently, it has also been actively trying to develop and operate projects such as leisure agriculture and study - travel tourism. The path of integrated development of the primary, secondary, and tertiary industries has increased the added value and benefits of rural products, increased the income of the village collective, and provided construction funds for ecologically livable and beautiful villages. It has also provided more job opportunities for villagers, increased their income, and improved their enthusiasm for the construction of ecologically livable and beautiful villages.

5.3 Optimizing Various Systems to Improve Management Level

A management mechanism with clear rewards and punishments is the guarantee for the work motivation of the construction of ecologically livable and beautiful villages. It is suggested that governments at all levels establish a top - down target assessment, review, and evaluation system for beautiful village construction, conduct periodic target assessment, review, and evaluation of the village construction work of all villages, towns, and cities level by level, publish the results of the assessment, review, and evaluation, reward the advanced, and urge the promotion and maintenance of village construction work. The village committee should establish a reasonable performance appraisal system and salary and welfare system, assign responsibilities to individuals, and distribute salary and welfare according to personal performance to improve the work enthusiasm of the village committee. A democratic deliberation system and a villagers' welfare distribution system should be established in the village to discuss important matters with villagers and share achievements with them, so as to stimulate the villagers' sense of ownership. A poverty alleviation system should be established to solve the worries of villagers. A villagers' code of conduct should be established to restrict the bad behaviors of villagers, cultivate the concept of civilization and health, and thus improve the support and participation of villagers in the construction of ecologically livable and beautiful villages.

5.4 Cultivating Local Talents and Introducing

External Talents

People are the main body of construction, and talents are the key to the construction of ecologically livable and beautiful villages. Talent construction can be mainly realized through two ways: local cultivation and external introduction. First of all, it is necessary to strengthen the education and training of the staff of the village committee. The vision of the village committee should be broadened by introducing expert lectures and organizing visits and studies outside. The ideological awareness and awareness level of the village committee should be improved through regular and periodic learning, the awareness and habit of lifelong learning should be cultivated, and the management ability and work level of the village committee should be continuously improved. Secondly, the right people should be assigned to the right jobs. For various industries in the village, suitable personnel can be selected through internal competition in the village for management and operation. If no suitable personnel can be found in the village, professional managers can be recruited through market recruitment. In terms of the management of external talents, the key is to have a fair management mechanism and an attractive salary system, which is crucial for rural areas to retain external talents.

5.5 Strengthening Cultural Publicity to Improve Villagers' Awareness

The improvement of villagers' cultural level is a booster for the construction of ecologically livable and beautiful villages and also the connotative construction of ecologically livable and beautiful villages. It is suggested that each village committee build offline and online cultural learning venues in the village, such as cultural corners, book houses, libraries, museums, WeChat groups, and official account pushes, to strengthen the publicity and learning of various cultures such as national policies, traditional culture, farming culture, and the concept of civilization and health, and improve the cultural level and ideological awareness of villagers. It should organize cultural activities for the countryside and carry out cultural and entertainment performances in the village to improve the cultural aesthetic ability of villagers. It should create an information communication platform to understand the needs of villagers, broaden their thinking, and collect suggestions

for the construction of ecologically livable and beautiful villages.

The construction of ecologically livable and beautiful villages is an important part of the modernization construction of a "strong, prosperous, beautiful, and high - level" new Jiangsu. It involves the management and maintenance of various aspects of rural areas, such as domestic sewage, domestic waste, village appearance, water environment, greening and beautification, and rural culture. It is a comprehensive and complex systematic project. Therefore, it is necessary to make good basic designs in terms of funds, technology, talents, systems, culture, etc., so as to ensure the orderly and efficient promotion of the construction of ecologically livable and beautiful villages.

References

- [1] Chen Yunfan.Study on Rural Construction from the Perspective of Ecological Livability in the New Era - A Case Study of Zhutang Town, Jiangyin City [D]. Nanjing University of Science and Technology, Jiangsu,China,2024.
- [2] Pei Yu, Zhang Haohan. Promoting Common Prosperity through Rural Revitalization: From the Perspective of Ecologically Livable and Beautiful Villages[J]. Journal of Nanjing Audit University, 2024(4), 89 - 100.
- [3] Jin Changhong.Thoughts on the Construction of Ecologically Livable and Beautiful Villages under the Background of Rural Revitalization[J]. Journal of Smart Agriculture, 2024(2), 95 - 98