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Research on Internal Relevance between New Farmers and New Village Construction

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Abstract On the basis of Marxist theories, from the perspective that the new farmers are the qualified main body, basic factors and internal motive force of constructing new village, this paper expounds the internal relevance between new farmers and new village construction. Firstly, the new farmers have insight into villages, with strong motive of constructing new village, which makes them become the qualified main body in new village construction. Secondly, the new farmers are the most basic factor of constructing new village; new farmers have close relationship with other factors, with prominent inseparability; the new farmers have strong ability to replace other factors, and the farmers can shatter capital bottleneck and policy restriction in order to promote rural development to some extent; the new farmers with strong mobility, can migrate between city and village or change vocation among different jobs, which breaks through the regional limitation of factors; there are myriad farmers in China, and we can transform traditional farmers into new farmers by fostering, which breaks through the limitation of quantity of factors, so it can guarantee the incessant factor supply for new village construction. Thirdly, the new farmers are the internal motive force for new village construction, because the literate farmers are equipped with technique skills and good at management, and they are the excellent talents among rural groups; the new farmers fathom the characteristics of rural areas, with active consciousness, intense motive and strong ability to construct new village; they pay close attention to new village construction with passion and participate in new village construction actively.

Key words New village construction, New Farmers, Main body, Factors, Motive force, China

In 2006, the Central Committee's Document No. 1 regarding promoting new village construction definitely advanced that we will quicken the pace of development of rural social undertaking and foster new farmers in order to promote new socialist village. The 17th National Congress of Communist Party of China in 2007, President Hu Jintao emphasized again that we will foster the literate farmers who are equipped with technique skills and good at management, and play the main body role of myriad farmers in constructing new village^[1]. For the nonce, fostering new farmers has become important content of new village construction, and the governments at all levels are adopting various kinds of measures actively to accelerate fostering new farmers.

As for the theoretical reason of fostering new farmers, the academic world conducts analysis on the basis of the status quo of farmers' quality, which to some extent explains why we need to foster new farmers for new village construction, but the demonstration is insufficient, and finds no root cause. As far as we are concerned, the fundamental reason of fostering new farmers for new village construction is the high-degree relevance between new farmers and new village construction. Specifically speaking, the new farmers are the qualified main body, basic factor and internal motive force of new village construction.

1 The new farmers are the qualified main body in new village construction

Marxism holds that human society is an evolving and pro-

gressive society, and in the development of human society, "humankind is always the main body"^[2]. First, humankind is the main body of understanding and transforming the nature. In the process of understanding and transforming the nature, the main body is humankind, and the object is the nature^[3]. Second, the humankind is the main body of social history. In the process of understanding and transforming the nature, the humankind creates history. As Marx pointed out that "it is humankind, real man, man alive, but not history that creates all this and strives for this", "history is the activity of humankind in pursuit of self-purpose"^[4].

The thinking of subject of humankind in Marxism is of great theoretical significance. It inspired us that if we want to conduct social construction and promote social development, we need to crystallize the main body in order to play the role of subject of humankind. At present, the ongoing China's new village construction is a cause aiming at promoting comprehensive rural development and progress, but also a cause with voluminous content and arduous task. Promoting new village construction needs to crystallize main body of construction from the theory and practice. If the main body is not clear, the new village construction is impossible.

The government is the main body of building new village. Indeed, the new village construction is inseparable from the role of government, and the government is launcher, organizer, guider and main capital investor of new village construction, but the government only plays dominant role in the new village construction, not the main body of new village construction. "Dominance" and "main body" are two different concepts, and "dominance" can not replace the "main body." Some people believe that farmers are the main inhabitants of rural

communities and new village construction is to build homes of farmers, so farmers are the main body of new village construction. However, due to the strong heterogeneity of contemporary Chinese farmers, the differentiation is significant. Speaking generally that "farmers are the main body of building a new countryside" without detailed analysis of what kind of farmer is the real main body of new village construction, has not much value of theory. In fact, due to low overall quality and the lack of awareness of main body, the traditional farmers can not promote the new village construction, but may become the "bottleneck" of new village construction^[5]. In other words, the traditional farmers must realize the conversion to the new farmers, which will make them become eligible main body of new village construction. The literate new farmers, with strong consciousness of main body and high quality, are equipped with technique skills and good at management, and they are the excellent talents among rural groups, so the new farmers are the qualified main body of new village construction.

1.1 The new farmers have insight into village New village construction is a difficult task, and building a new countryside should seek truth from facts on the basis of the rural reality. Starting from the basis of the rural reality, we should first understand rural practical situation. New farmers have deep insight into the rural reality. Because they long live in rural areas, so new farmers know minutiae of rural areas, even every mountain, river and plant. They know clearly what should be given priority to develop in new village construction, and what is the greatest wish of farmers. Being that they are born and brought up here, new farmers know the vicissitudes of rural areas in the past, and have self judgment on what will happen in rural areas in the future. Equipped with knowledge and certain rational thinking ability, as for rural society, new farmers, not alike with traditional farmers who only observe surface phenomena, will probe into the root cause behind the phenomenon, analyze rural problems on the basis of national status and social background and even put forward good suggestions on how to promote new village construction steadily.

1.2 The new farmers have intense motive to construct new village With high level of knowledge and certain logical thinking ability, new farmers have deep understanding of the countryside, and also have profound understanding that the new village construction is a project expected to benefit people in nature. They have good expectancy of the future of new village construction, therefore, the new farmers have strong motive to construct new village.

This is mainly manifested in the following two aspects: First, the new farmers are extremely concerned about the new village construction. They always pay attention to the process of building new countryside, and are eager to achieve greater progress of social and economic development. Second, the new farmers actively participate in the new village construction. They participate in the construction of new rural, area dispensing with mobilization of grassroots cadres. It takes on initiative, comprehensive, in-depth, and long-lasting characteristics. Third, the new farmers have the ability to build a new countryside. The content of new village construction is onerous and voluminous, and the task is arduous, so as the main body of

the new village construction, new farmers must have a strong ability. Only by doing this can we push forward the new village construction. New farmers fully meet this requirement. Different from traditional farmers with low overall quality, the literate new farmers are equipped with technique skills and good at management, and they are high-quality excellent talents among rural groups. Under government support, they are fully capable of building a new countryside and promoting the sustainable development of new village construction.

2 The new farmers are the basic factor of new village construction

New village construction is a complex system which needs many kinds of forces to advance. In the perspective of factors, the new village construction includes three basic factors. The first is the capital factor^[6]; the second is the policy or system factor; the third is the human capital factor. Under the context of new village construction, the main factors of human capital refer to new farmers. This is because that first, the literate new farmers are equipped with technique skills and good at management, and they are high-quality excellent talents among rural groups. By using analysis of human capital theory, the new farmers actually are those farmers who have considerable human capital accumulation^[7]. Second, as mentioned above, new farmers have deep understanding of rural areas, have strong motive to build new village, and have the ability of building a new village. They are concerned about new village construction, and can actively dedicate themselves into the practice of building new village.

As the basic factor of the new village construction, compared with the other factors, the new farmers also have many advantages. The new farmers are extremely concerned about the new village construction. They always pay attention to the process of building new countryside, and are eager to achieve greater progress of social and economic development. Second, the new farmers actively participate in the new village construction. They participate in the construction of new rural, and dispensing with mobilization of grassroots cadres. It takes on initiative, comprehensive, in-depth, and long-lasting characteristics. Third, the new farmers have the ability to build a new countryside. The content of new village construction is onerous and voluminous, and the task is arduous, so as the main body of the new village construction, new farmers must have a strong ability. Only by doing this can we push forward the new village construction. New farmers fully meet this requirement. Different from traditional farmers with low overall quality, the literate new farmers are equipped with technique skills and good at management, and they are high-quality excellent talents among rural groups. Under government support, they are fully capable of building a new countryside and promoting the sustainable development of new village construction. The new farmers also have the following several advantages. First, in terms of inseparability of the factors, the new farmers are combined with other factors closely, obviously with indivisibility. For example, the policy is another factor of the new village construction, and implementation effect of rural policy is related with farmers' under-

standing of policy, whereas the educated new farmers can understand and grasp the rural policy timely. Second, in terms of substitutability of factors, the new farmers have strong ability to replace other factors, and the farmers can shatter capital bottleneck and policy restriction in order to promote rural development to some extent. For example, since the reform and opening up, under the circumstance that some rural areas are devoid of government funding input and policy support, they mainly rely on the strength of the village people, and work hard and self-reliantly under the leadership of village cadres, which greatly promotes the development of the village. Third, in terms of mobility of the factors, the new farmers with strong mobility, can migrate between city and village or change vocation among different jobs, which breaks through the regional limitation of factors. Fourth, in terms of supply of factors, there are myriad farmers in China, and we can transform traditional farmers into new farmers by fostering, which breaks through the limitation of quantity of factors, so it can guarantee the incessant factor supply for new village construction.

3 The new farmers are the internal motive force for promoting continuous development of new village construction

New village construction is a long-term historical task. President Hu Jintao has clearly pointed out that through the first 20 years of this century, we are to achieve the goal of building a well-off society, until the middle of this century, China will basically realize modernization, and new village construction needs to take several years of hard work^[8]. Premier Wen Jiabao also stressed that constructing new village is a process synchronized with the modernization, and we should fully understand its long-term, arduous and complex characteristics, and establish the thinking of long-term struggle and perseverance, in order to accelerate rural development^[9]. The characteristics of long term and hardship of new village construction require that we should promote the new village construction vigorously and steadily.

In order to promote the new village construction vigorously and steadily, we need to analyze the driving force of new village construction in terms of theory. The driving force system of new village construction includes external force and internal force. The so-called "external" and "internal" take rural areas as reference. We call the factors or forces outside rural areas that can promote the sustainable development of new village construction as external force of new village construction; we call the factors or forces inside rural areas that can promote the sustainable development of new village construction as internal force of new village construction. In the light of the composition, the external forces of pushing forward the new village construction and promoting sustainable economic development of rural society mainly include market, the government, and the capital and talents from outside of rural areas. Building new village is inseparable from the promotion of these external forces, especially at the initial stage of the new village construction, and the role of these forces is more prominent. However, the

new village construction can not completely rely on these forces for promotion. First of all, in terms of the market, indeed, the rural development is inseparable from the role of the market, but the development of rural areas must not rely solely on the market. This is because that the capital is a core factor of the market economy, and pursuing higher profit is the nature of capital. The capital always flows from the low-profit sectors to high-profit sectors. As a way of resource allocation, the market always allocates the resources to profitable sectors. However, because agriculture is a weak industry, so the comparative benefit is low. Relative to the city, the scattered rural areas develop sluggishly. Under the condition of market economy, driven by profit, the factors of production including human resources and capital are bound to flow into city. Thus, the development of rural areas can not completely rely on the market. Secondly, in terms of government, although the government has repeatedly stressed that issues concerning agriculture, countryside and farmers are the current top priority of the government, in light of point of view of development, in different historical periods, the government has a different focus. Making the government and officials at all levels always concerned about the development of rural areas like this is not realistic. Thirdly, in terms of capital, although since the Sixteenth Congress, the central government has significantly strengthened the input in agriculture, countryside and farmers, because of the large number of villages and weak rural infrastructure, and as for the huge demand, the financial agriculture-support capital is a tiny fraction. It is futile to promote continuous and rapid development of each village wholly by government's financial support. Finally, in terms of the talent, people always want to develop in places with good conditions, which is a outstanding phenomenon under the condition of market economy. Being that the rural infrastructure is weak, and the development is critically backward, so the mass influx of urban talents into rural areas is impossible. In short, the market, government, capital and other external forces are only the conditions of building a new countryside. Building a new countryside, the promotion of external forces is important, but these forces only play a supporting role. In order to promote sustainable rural development and push forward the new village construction, we must start from the interior rural areas and stimulate development potential within rural areas. The new farmers are the internal motive force for new village construction, because they long live in rural areas and the literate farmers are equipped with technique skills and good at management, and they are the excellent talents among rural groups; the new farmers fathom the characteristics of rural areas, with active consciousness, intense motive and strong ability to construct new village; they pay close attention to new village construction with passion and participate in new village construction actively. Based on the understanding above, we can find that the new farmers are the qualified main body, basic factors and internal motive force of constructing new village.

4 Conclusion

The new farmers are the qualified main body, basic factors

and internal motive force of constructing new village, that is, the new farmers correlate with new village construction highly. But on the other hand, in the light of the reality, the well known fact is that currently the overall quality of the peasants in China is significantly low, and there is a large number of traditional farmers, but the new farmers are rare. Scarce number of new farmers means that the qualified main body of new village construction is missing, the basic factors are scanty and the internal motivation is insufficient. From one side, this reflects that currently the new village construction in China is still in its infancy. It also reflects that the new village construction is arduous and long-term construction and underlines the necessity and urgency of nurturing new farmers. That is to say, fostering new farmers is not only the intrinsic demand and urgent need for the new village construction, but also an important content and fundamental project for new village construction. It is gratifying at present that the party and the government have fully recognized the significance of nurturing new farmers and they are taking various measures to greatly improve the overall quality of farmers, and actively nurture new farmers. What can be expected is that with the transformation of more and more traditional farmers to new farmers, we will successfully achieve the goal of new village construction.

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rights of rural households and consumers can not be guaranteed. Hence, it is imperative to institute and perfect the quality standardization system of agricultural products; strengthen the policy support in financial; fiscal and tax aspects, protect the privacy and information safety of consumers; intensify the supervision on governmental administration, which are crucial to realize the development of C2C mode.

5 Developmental trend

The emergence of the C2C network marketing of fresh agricultural products provides new developmental mode for the production and marketing. The mode is the beneficial supplement of the marketing of traditional agro-products. In addition, amid providing a flexible shopping choice for people, the network marketing of fresh agro-products has solved the farmers' shortage of capital; saved the transaction costs; broken through the marketing bottleneck of fresh agro-products and open a wide market prospect. At present, C2C e-commerce marketing of fresh agro-products is still in the primary stage and the traditional marketing mode dominated by wholesale is still irreplaceable. China still can not find balance between development and profit-making, but with the continuous development of C2C network platform, the government should fully display the C2C network marketing mode of fresh agricultural products and weaken its restriction factors, and then the new type transaction mode of fresh agro-products will be accepted widely and its giant commercial value can be released

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and accepted. Network marketing will become an important stage for the marketing of fresh agro-products, so as to make great contribution to the construction of Chinese agricultural modernization.

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