



Research on Common Prosperity and Rural Revitalization under Chinese Path to Modernization

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Abstract: Chinese path to modernization is composed of five characteristics. It is necessary to recognize that developing countries with a huge Chinese population, deeply understand the concept of orderly development of both material and spiritual in development, adhere to the development idea of peaceful development and take the road of common prosperity under the good environment of harmonious coexistence between man and nature. The task after the 20th National Congress is to comprehensively promote the development of rural revitalization, drive the development of agriculture and rural areas, and let all Chinese people have a peaceful, beautiful and happy day. Therefore, under the development of Chinese path to modernization, the relationship between the two should be further explored.

Keywords: Chinese path to modernization, common prosperity, rural vitalization

1. Introduction

In the 20th National Congress of the Communist Party of China, President Xi explicitly emphasized a significant feature within the framework of China's modernization — "the modernization of common prosperity for all the people". The so-called Chinese-style modernization represents a development theory with distinctive Chinese characteristics, charting its own course of progress. Modernization, from an early developmental perspective, initially referenced the Western-centric theory, suggesting that by adopting advanced Western management concepts, cultural ideologies, and institutional morality, a gradual progression to a "developed" state could be achieved. However, this theory overlooked the original foundations of national societies. Many nations, emulating Western modernization, experienced stark wealth disparities, environmental degradation, and a rise in unemployment, among other issues.

2. Organic connection between common prosperity under the framework of Chinese-style modernization and its four key characteristics

Chinese-style modernization posits that a vast population is a key feature of its modernization. While individual prosperity constitutes part of the whole under the banner of common prosperity, the ultimate goal is gradual realization of prosperity for the entire populace. This pursuit involves the diligent efforts and struggles of the entire populace to achieve a state of contentment, where they lead fulfilling lives with ample clothing and food. This embodies the superiority of the socialist system, interpreting the genuine concept of development that prioritizes people, fully considers their needs, harnesses individuality, facilitates comprehensive development, continuously diminishes wealth disparities, and avoids the social conflicts stemming from polarization. Chinese-style modernization offers diverse theoretical frameworks, averting the wealth gaps evident in Western modernization, and presents a Chinese approach to address the middle-income trap.

Chinese-style modernization advocates for the harmonious coordination of material and spiritual civilization as a key feature. As the modernization journey progresses, our understanding of civilization expands beyond materialistic aspects. It transcends mere possession of abundant assets and wealth; it encompasses higher-level satisfaction, addressing diverse cultural needs. This aspect resonates with Maslow's hierarchy of needs theory. This feature of Chinese-style modernization enhances the holistic evaluation of human life, steering clear of Western modernization's materialistic hedonism that solely gauges happiness through economics. To promote comprehensive human development, it provides a direction for enriching people's spiritual lives.

Chinese-style modernization underscores a harmonious coexistence between humans and nature as a distinctive feature. A sound ecological system is a vital prerequisite for economic development. Humans and nature inherently form a life community; therefore, any economic growth or technological advancement should be grounded in respecting, adhering to, and protecting nature. Upholding the concept of sustainable development and ensuring the coordinated development of production, life, and ecology, it embodies the principles of new development. This characteristic of Chinese-style

modernization favors the creation of ecological wealth, avoiding the adverse effects resulting from earlier modernization that sacrificed ecological balance for economic growth, providing a richer connotation to common prosperity.

3. Practical approach: Measures to advance rural revitalization under the theme of common prosperity

To achieve the goal of common prosperity, immediate attention must be given to address the imbalance and inadequacy in rural and urban development. It's crucial to acknowledge the remnants of the rural-urban dual system and recognize the deficiencies in agriculture, rural life, and ecological aspects. This signifies the direction China needs to take for comprehensive rural revitalization.[1]

3.1 Fostering a mechanism for diverse entities to jointly promote common prosperity

Advancing common prosperity necessitates various entities shouldering their responsibilities. Each entity should contribute according to its role, collectively supporting economic endeavors. The government should increase investment in social security and enhance redistribution, ensuring robust foundational support through three-tier distribution.[2] Particularly in rural areas, construction and guaranteeing of public services such as elderly care, healthcare, and education should receive heightened policy-oriented strategic guidance. For households recently lifted from poverty or those with unstable economic foundations, timely assessments and transitional policy support are crucial. Stimulating their internal production vitality, enhancing transparency and standardization of funds supporting rural areas, providing incentive mechanisms for departments related to common prosperity and rural development are imperative. Village collectives and administrative bodies should actively explore paths promoting common prosperity. Vigilant support and monitoring should be offered to highly impoverished households within villages, ensuring preferential policies and arranging periodic visits and support by village cadres.

3.2 Developing diverse models of collective economy to drive common prosperity

Village collectives should vigorously develop internal economies, elevating local productivity. Cultivating diverse forms of collective economies and maximizing resource and land utilization rates safeguards the economic funding chain within villages. An activated local economy encourages the return of some young, capable individuals from outside, offering job positions within villages or nearby township enterprises. Exploring multiple forms of collective economies expands and deepens the industry chain, propelling high-quality rural development. If a village's developmental conditions are insufficient, integrating resources from adjacent villages and establishing cross-village and cross-township cooperative models should be considered. Scientifically and effectively integrating and allocating resources aligns with the core of common prosperity. Those who have achieved initial wealth can assist others, while strong villages can help weaker ones, fostering integrated and sustained rural prosperity.[3] The leadership role of party organizations, the infusion of professional business and technological talents, the effective fusion of indigenous and advanced external concepts, and the establishment of various cooperation models are crucial for local economic development. Ensuring the implementation of land management rights, homestead usage rights, and collective asset revenue rights is fundamental.

3.3 Leveraging village-specific agriculture and rural tourism to empower common prosperity

Villages should leverage favorable natural endowments and unique local advantages to develop key areas labeled as "better and stronger". This aligns with the path of developing ecological agriculture, a vital step in rural revitalization. Revamping traditional production methods and business ideologies, advancing green, technological, and intelligent agriculture is essential. Enhancing technology dissemination and organizing periodic expert lectures at the village level can elevate farmers' planting capabilities, reduce resource wastage, raise environmental awareness, effectively mitigate severe issues related to agricultural product waste pollution, and increase agricultural output.[4] Depending on circumstances, introducing facility-based agriculture might be advisable. Unearthing the value of agricultural products, creating brands with distinctive narratives, planning to expand the agricultural product market in the context of common prosperity, refining production, sales, and traceability processes, and encouraging and assisting agricultural leading enterprises and farmer cooperatives to engage in certification projects for pollution-free agricultural products, green foods, organic agricultural products, and geographical indications are integral in enhancing their value chain[5]. Improving infrastructure, advancing "toilet revolution" initiatives, utilizing advantageous rural tourism development prospects, establishing a variety of channels to increase rural incomes[6].

4. Conclusion

When delving into the concept of common prosperity under Chinese-style modernization, it's evident that this is not merely a developmental objective but also a reflection of societal values. Throughout the process of rural revitalization, continuous contemplation and practical efforts are undertaken to ensure that every village and individual shares the dividends brought by modernization. From governmental support to diverse participation, from nurturing collective economies to the development of distinctive rural industries, each stride is a step toward achieving common prosperity. This is not just an economic advancement but a comprehensive pursuit of balance between humans and nature, material and spiritual aspects, and rural-urban development. Through relentless efforts and exploration, the hope is that the ideology of common prosperity will genuinely materialize in the journey of Chinese-style modernization, bringing a more beautiful and fulfilling life to every individual.

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