Rural development model and influence of endogenous power in Guangdong Province, China

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Abstract. Innovating the rural reform, development path and stimulating the endogenous force of rural development are conducive to solving the problems lying in “agriculture, rural areas and farmers” comprehensively in the aspects of theoretical innovation and practical guidance. In this study, the research paradigm of “literature review + empirical analysis of investigation cases + theoretical framework analysis + countermeasures and suggestions” is used for analysing Guangdong rural development models and the influencing factors of the endogenous power of rural development. Firstly, the domestic and foreign studies on rural development models and endogenous power are summarized. Secondly, the current situation of Guangdong rural development is statistically analysed from the aspects of new rural construction, rural social service system, comprehensive rural reform and income increase of farmers. Thirdly, five Guangdong rural development models are classified and sorted out through the investigation by the research team for more than 1 year, and 9 typical cases in Guangdong selected from the investigated materials are empirically analysed. Fourthly, efforts are made to analyse the internal logical relations among rural property right system reform, modern agricultural management system and mechanism, and rural grass root governance innovation and to analyse their influencing factors by establishing the theoretical model and paradigm of “supporting foundation - key factors - guarantee mechanism”. Finally, several countermeasures and suggestions are proposed for promoting rural development and accelerating agricultural modernization by integrating abovementioned factors from aspects of early and pilot implementation and expansion of the promotion of practical achievements.

1. Introduction
The Central Committee of the Communist Party of China and the State have paid high attention to the problems of “agriculture, rural areas and farmers”, and introduced a series of important policy documents. In order to highlight rural reform and development vitality and stimulate the endogenous power of rural development, the Central Committee of the Communist Party of China and the State Council have made more efforts to deepen rural reform and development by issuing the Comprehensive Implementation Plan for Deepening Rural Reform in October 2015. Then, CPC Guangdong Provincial Committee and People’s Government of Guangdong Province quickly made deployment and introduced the Comprehensive Implementation Plan for Deepening Rural Reform in Guangdong in March 2016, striving for breakthrough in 5 fields before 2018, namely, rural collective property right system, agricultural management system, agricultural support and protection system, urban-rural integration system and mechanism, as well as rural social governance system. The Report of the 19th National Congress of the Communist Party of China has proposed the rural revitalization...
strategy and deemed that the rural collective property right system reform is as important as a national strategy. Many domestic and foreign scholars have currently conducted intensive study on rural development and its endogenous power, and relevant studies are being innovated and developed continuously. Fei [1] first put forward the concept of “model”, which means “a characterized development path in certain regions under certain historical conditions”. In addition, Du [2] deemed that the basic management system of combination of family centralization and decentralization must be adhered to, perfected and innovated in order to realize sustainable rural development. Wen Tiejun [3], from Renmin University of China, asserts that the rural development can be vitalized by deepening the rural reform in the new era. Chen Xiwen [4] deems that the key is to solve and handle the relation of “people” and “land”, and then further give play to the main role of farmers to adapt to the needs of rural transformation and development. Dang Guoying [5] proposes to solve the problem of endogenous power driving rural development by appropriate policies and measures, such as developing family farm management in moderate scale. Xu Xianglin [6] deems that the criterion for determining whether rural development can be driven by its endogenous power is whether farmers obtain reasonable return after inputting various production factors. Zhu Ze [7] points out that it is necessary to innovate agricultural management system, as well as scientific and technological system and mechanism, and solve the problems such as rural hollowing and farmer aging, in order to realize endogenous driving of rural development. Xu Yong [8], from the Institute of China Rural Studies, proposes that the endogenous power of poor regions can be stimulated by improving grass root governance. He Xuefeng [9] proposes that the key measure for settling the rural reform and development in different regions in China is to establish and cultivate a standard rural governance system according to local conditions. Fang Jin [10] proposes that the key issue is how to effectively control the interaction between local and external forces in the development process, and to find appropriate and effective operational methods to achieve rural development goals.

By integrating the study theories and methods of those scholars in this study, the subject team members have conducted tracking investigation (with assistance from competent rural departments of Guangdong) for more than one year in 11 national rural reform experimental areas (distributed in 9 prefecture-level cities) in Guangdong, and carried out special investigation for these regions with remarkable achievements in rural reform and development in the Pearl River Delta region and eastern, western and northern Guangdong on the basis of the extensive investigation materials of rural development models. Consequently, 5 rural development models in Guangdong are classified and sorted out, and 9 typical cases in different social and economic development regions in Guangdong are selected from the investigation materials to try to analyze the influencing factors of endogenous power shared by rural development. Then, several targeted policy suggestions are proposed briefly, hoping to provide some policy application values for competent rural development departments at all levels in the Mainland.

2. Representative model of Guangdong rural reform and development and case demonstration

For this study, the subject team members have conducted investigation for more than 1 year, visited 11 national rural reform test areas (contact points and pilots) distributed in 9 prefecture-level cities of Guangdong and accumulated a large quantity of first-hand materials, and also have been assisted by the competent departments for rural work of CPC Guangdong Provincial Committee and relevant competent agricultural and rural departments in the counties, cities and towns where the rural reform pilot is conducted in respect of case interview, demonstration and data acquisition. Five rural reform and development models are classified based on careful analysis and sorting out of these collected investigation cases and by comprehensive consideration of the social and economic development driving mode, rural development subject driving mode, and emphasis of rural reform and development, which are respectively rural property right reform driving model, primary, secondary and tertiary industries driving models, and collective economy driving model.
2.1. Comprehensive rural property right reform driving model

2.1.1. “1331” rural reform and development model - taking Jiaoling of Meizhou as an example. Jiaoling County of Meizhou was determined as the “National Comprehensive Rural Reform Demonstration Pilot Unit” in 2013, to implement 3 reforms (rural property right reform, system and mechanism innovation, and integrated development of urban and rural areas), create 3 complexes (rural property right trading, agricultural production and management, and new urban-rural development) and realize 1 ultimate goal for rural development of Jiaoling by centering on 1 theme (comprehensive rural reform demonstration pilot), namely, the 1331 rural reform and development model. It is found during investigation that there are 2 noticeable features of Jiaoling’s practice for rural development driven by comprehensive rural reform:

On one hand, promoting pilot and reform of rural property right trading and financing guarantee to optimize rural land element resources. Based on completion of land right confirmation and certificate issuing, Jiaoling County established the first county-level rural property right trading center in Guangdong in 2013. Currently, town-level rural land transfer trading service center, county-level rural property right exchange and rural property right financing guarantee platform have been established in 8 towns, and relevant policy measures have been developed, including the Regulations for Rural Property Right Trading and the Trading Rules for Rural Land Contracting Management Right. As of 2015, 70 businesses have been accumulatively concluded and more than 10,000 mu land (including more than 6,000 mu paddy field) has been transferred in the rural property right trading center of Jiaoling County. The land transfer price traded through the rural property right trading platform is over 20% higher than that before land right confirmation on average.

On the other hand, great efforts on promoting family farm development to increase family business income of farmers [11]. Jiaoling County also supports family farm development by formulating documents including Regulations for Family Farm in Jiaoling County and Interim Procedures for Certifying Demonstrative Family Farm in Jiaoling County. There are currently 106 family farms approved by the Department of Agriculture, 82 family farms registered with the administration for industry and commerce County, and 12 county-level demonstrative family farms selected in Jiaoling. The area of family farm management is 6,448 mu, with an annual output value of CNY 38.06 million and the average yearly income of CNY 168,000 for family farms. The average yearly income of family farm members is CNY 28,000, which is 186% and 233% of the per capita income of urban residents and farmers respectively in Jiaoling County at the same period.

2.1.2. Innovating rural agricultural development mode by “three integrations” - taking the reform pilot in Qingyuan as an example. As the rural reform pilot unit established by the Central Rural Work Office, Qingyuan has made great achievements in promoting “three integrations” (land integration, fund integration and public service platform integration). In 2013, test projects were fully implemented in administrative villages and natural villages (group of villagers) in first 3 pilot towns, namely Xiniu Town of Yingde, Jiubei Town of Lianzhou and Shijiao Town of Fogang County. Such practice has been currently promoted in Qingyuan and will be promoted in eligible regions of Guangdong after improvement. We deem that the model mainly has 3 features as follows:

Firstly, exploring integration of land resources to accelerate agricultural moderate scale management. The main practice in Qingyuan is to guide farmers to interchange and merge land voluntarily, by which Qingyuan has successively explored the land integration model including “right confirmation after integration and interchange”, and “confirmation of land boundary to each cooperative and confirmation of area to each household”. As of 2015, the area of integrated land in Qingyuan has been 4.267 million mu, including 1.258 million mu cultivated land, which accounts for about 31% of the total contracted land area in Qingyuan. From the perspective of practice, Yangshan County of Qingyuan has transformed scattered farming on original multiple land parcels into centralized scale production, which can facilitate mechanized production, promote land transfer and
avoid land abandonment. In addition, large contiguous land is convenient for mortgage and guarantee to obtain higher transfer value and help solving financing difficulties faced by farmers.

Secondly, exploring integration of agriculture related funds to improve the efficiency of supporting agriculture by financial funds [12]. Such problems as “management by multiple departments without well coordination” and “distribution in a strictly equal way” during utilization of agriculture related funds are obvious. Therefore, Qingyuan has summarized and promoted experience of some villages in the utilization of inclusive funds, including compensation for ecological public-welfare forests and direct subsidy for growing grain, for the construction of infrastructure and the development of public welfare in the village.

Thirdly, exploring integration of agriculture related service platforms to intensify the socialized service system for agricultural production. Qingyuan has established 60 town-level service platforms for rural collective “funds, assets and resources” management, covering more than 70% of towns in Qingyuan. In respect of life services, the improvement of rural e-commerce system has been accelerated through cooperation with e-commerce enterprises such as Alibaba under help of rural network layout of the post, which creates a consumption environment as convenient as that in urban areas for farmers.

2.2. Primary, secondary and tertiary industries driving models
Guangdong has been promoting the models of industry driving rural economy, industrial connection with poverty alleviation, One Village One Product, professional town and park, and modern agricultural park supporting rural industrial development since 2000. In addition, combined with the trend of integrative development of primary, secondary and tertiary industries, many new models, including e-commerce village for industrial and agricultural products, agritainment and countryside leisure travel, have emerge in rural areas in Guangdong in recent years. In this Study, empirical analysis is conducted mainly by taking the modern agricultural management subject cultivation and industrial management in Yunfu, the development of Tangerine Peel Village, Xinhui District, Jiangmen Municipality, and the e-commerce village development model in Jiedong District as representative cases.

2.2.1. New agricultural management and development models including “leading agricultural enterprise + family farm” and “enterprise + cooperative + peasant household” explored by Yunfu. After launching the pilot and reform of modern agricultural management system and mechanism in 2011, Yunfu has created great social response in modern agricultural management subject cultivation and connection, and innovating industrial management model as of 2015. As found during investigation, there are mainly 2 rural industrial development mechanisms with remarkable achievements in Yunfu, which have been promoted in the city and learned by some regions in and out of Guangdong.

Firstly, innovating the mechanism of “company + modern family farm”. Taking Wens Group in Xinxing County, Yunfu as an example: Wens Group has currently established the social service system perfecting breeding industry, where Guangdong Nanmu Machinery and Equipment Co., Ltd. is responsible for providing machinery and equipment, Wens Research Institute of Internet of Things is responsible for improving the information control system and Wens Group, together with banks, is responsible for providing credits, by which more than 2,900 peasant households in China have been upgraded to family farms (including 505 in Yunfu) . Consequently, the income of peasant households has been increased by times compared with that in 2011, with the increased income about CNY 100,000/household. The raising scale is more than 1.8 times of that of common cooperative peasant households and the income is also 1.8 times of that of common raising households.

Secondly, innovating the mechanism of “company + cooperative (council) + peasant household”. As there are many mountains and less land in Yunfu, in order to solve such problems as low degree of agricultural intensiveness, low quality product rate and low organizational degree, it has innovated the management mechanism of “company + cooperative + peasant household” by taking several
companies in rice industry in Luoding as test subjects, which has helped solving problems such as land intensiveness, standardized production and agricultural production environment renovation to increase income of farmers by taking the leading agricultural enterprise as the leader, the local natural village council as the bond, and the farmers’ professional cooperative and major farmer households as service platforms. As at the end of 2015, 83 companies in Yunfu have applied this mechanism, which connects 122 farmers’ professional cooperatives, 172 local councils and 138,400 peasant households. The purchasing price of agricultural products produced by it has increased at a speed more than 5% every year since 2011 and the average annual increase in the income of farmers has been more than 16%.

2.2.2. New model of whole-process industry chain for agricultural industrialization explored in the market of Tangerine Peel Village, Xinhui District, Jiangmen. The whole-process industry chain including planting, production, processing, exhibition, sales, storage, trading and financing has been gradually established in Tangerine Peel Village, Xinhui District by creating the characteristic leading agricultural enterprise integrating the agricultural advantages of Xinhui, modern agricultural technology and Internet finance.

One is the multiple combination models implemented for planting in tangerine peel. Such models include “company + peasant household”, “company + professional cooperative” and “direct contracting by company”, which have maximized the scale aggregation of planting in tangerine Peel.

The other is the establishment of normalized and standardized production standards for tangerine peel. Firstly, provide guidance on standardization at planting stage to effectively combine traditional experience and modern technology; secondly, carry out procedural operation at storage stage to establish regulations and systems for the temperature, humidity, specification and quality of storage; then, classify and manage the products in tangerine peel according to standards of year, quality and place of origin; meanwhile, completely record the detailed tracing information of products in tangerine peel by the QR code technology of the third party warehousing enterprise.

2.2.3. The model of “Junpu E-commerce Village” in Jiedong District, Jieyang Municipality. The model of “Taobao Village in China - Junpu E-commerce Village” in Jieyang, as the core, has radially driven rapid development of e-commerce industry in surrounding towns and villages to build a large rural e-commerce cluster. By focusing on the construction of “five highlands”, namely industry, talent, service, system and culture, Junpu Village of Xichang Town has created an e-commerce road with self-employment of farmers and become the true “Taobao Village in China”. There are currently 490 families in Junpu Village, with the total population of 2,695, where more than 350 households and about 2,000 persons have been carrying out online sales activity. There are more than 3,000 Taobao online stores and 300 physical online wholesale stores, with about 1.20 million transactions monthly and the trading volume up to CNY 150 million in peak months.

2.3. Collective economy driving model

2.3.1. Property economy driving - taking the rural collective economic development model in Dongguan as an example. Dongguan governs 556 village-level and 2,288 group-level collective economic organizations. It has been one of the earliest and fastest regions in respect of rural economic development driven by collective economy in Guangdong and many regions in and out of Guangdong have followed and referred to its experiential model. During sorting out the rural collective economic development of Dongguan, we found that it experienced three evolving stages with different features.

The first stage is to emphasize the conservation of collective economy when promoting family co-production contract responsibility system. At the end of the 1970s and beginning of the 1980s, real estates such as ancestral halls were conserved for collective use, based on which the first batches of “the three-plus-one trading-mix” enterprises were established. Professional contracting was implemented for fish ponds.
The second stage is to emphasize and strengthen collective economy during promoting rural industrialization. Dongguan proposed the development strategy of “marching to rural industrialization” in 1984, by which land and other production means would be uniformly managed by the collective and income from land would be retained in the collective for expanding reproduction. In this way, the rural collective economy has been rapidly strengthened in the model of “making profit by land, collecting rent by building factories and rolling development”.

The third stage is to promote upgrading of property economy since the end of the 1990s. The district government has introduced reward policies for capital introducing to towns and villages, major tax payers in village manufacturing and village-level key project tax, and has established the special fund of subsidy and reward for industrial upgrading in towns and villages in the amount of CNY 100 million to encourage the collective to introduce quality projects and promote property upgrading. The development model of “development led by cities and towns, and benefits distributed at city, town and village levels” has been implemented to guide villages (communities) to participate in the construction of new urbanization in forms of land and capital. Collective economic organizations have been encouraged to invest idle funds into principal-protected financial products and equity projects with steady earnings and low risks to further develop investment type economy. As at the end of 2015, the collective net assets and net income of Dongguan have been respectively CNY 118.3 billion and CNY 11.4 billion, both of which account for 40% of that in Guangdong. The income of farmers has been increased effectively by enlarging the collective economy and standardizing collective distribution.

2.3.2. The model of shareholding management system for rural collective land - taking Nanhai District of Foshan as an example. Nanhai District of Foshan has proposed the assumptions of accelerating the transfer of collective construction land and building the urban-rural integrated land market in recent years in order to solve problems such as shortage of national construction land, low use efficiency of collective construction land and low-end industrial form. Firstly, establish the transfer mechanism for collective construction land use right. By successively introducing the Measures for Implementation of Collective Construction Land Use Right Transfer in Nanhai District of Foshan and 3 policy documents, Nanhai District has further standardized the transfer of collective land by ways of assignment, sublease and mortgage, initiatives established the standard land price system for collective construction land to provide a price basis for transfer of rural collective construction land use right, formed a relatively complete policy system for transfer from primary market to secondary market, and explored the partitionable sales of commercial service industry carrier projects on collective land. Secondly, explore the construction of village community apartment. The district government introduced the Opinions of Nanhai People’s Government of Foshan on Implementation of Further Promoting Village Community Apartment Construction, aimed at meeting the rigid demand of farmers for residential land, guiding farmers living individually and dispersedly to live in multi-storey apartment and improving the new urbanization level of Nanhai District by construction of community apartment. At present, 24,992 parcels of land have been transferred through the asset platform in Nanhai District, involving land area of 183,000 mu and total amount of concluded subjects as CNY 22.23 billion. 74 parcels of collective construction land with the area of 264 mu have been mortgaged.

3. Analysis of influencing factors for endogenous power of rural development
Agricultural efficiency, rural development and income increase of farmers' are the most important parts of the three rural issues. To solve the key problem of "agriculture", the key point lies in clarifying the ownership of the assets and resources of rural areas and farmers, jointly developing the agricultural industrial management with the new type of management entity, guaranteeing the farmers’ rights and the harmonious and stable development of rural area [13]. In other words, only the accurate understanding of the cause and evolution of endogenous power in rural areas, can we realize the rural comprehensive well-off and realize agricultural modernization. As the analysis of the various modes
of rural development in Guangdong Province that mentioned above, the factors of endogenous power that affects the formation and strength of rural development model, which must include 3 levels - system foundation, key factors and guarantee mechanism. First, a Rural Collective Property Right System with clear ownership, clear family property and regulated transaction behavior shall be established and improved, which is the supporting foundation for the formation of endogenous power in rural development. Secondly, the innovation of appropriate scale of land transfer, the cultivation of integrated management mechanism of primary, secondary and tertiary industries developed with new management entity and promotion of the flow and optimization of rural factor resource are the key factors to strengthen to strengthen the endogenous impetus of rural development. Finally, this paper will explore the reform paths of villager autonomy, the standardized management of collective economic organizations and the separation of politics and economy, which are the guarantee mechanisms to realize the endogenous power integration of rural development and to serve rural economic and social development.

3.1. Foundation support: Rural property right system reform
The reform of rural property rights system can make the farmers’ rights, village cadres’ rights and the rural collective property rights (i.e. the rural collective assets capital assets resources) clear, which is the foundation of the rural comprehensive reform and the agricultural economic society development. To the end of 2015,a total of various types of 5,304 rural property transfer management service platforms(formerly known as rural collective “Three-Capital” Management Service Platform*) have been built in the whole province (excluding Shenzhen city), the coverage rate in county and town levels is more than 50%, networking rate of 69%, village-level coverage of 20.3%. The initial registration rate of the collective construction land use right and the homestead use right is 96.96% and 95.14% respectively. From the above statistic data, it can be seen that the establishment and consolidation of rural collective property rights system in Guangdong Province, will provide a solid foundation support for the future development of "two rights" mortgage loans (rural land contract management rights and rural homestead use right), the expansion of rural collective economy and the increase of villagers’ (residents’) income.

3.2. Key factor: agricultural management system and mechanism innovation
The most crucial factors for rural development are land resource, agricultural talent and cooperative organization. Firstly, based on confirmation of rural collective property right, in particular, rural land contracted management right, accelerate transfer of agricultural land in moderate scale, cultivate professional farmers and new management subjects, explore innovative method of modern agricultural management, create comprehensive modern agricultural management system and promote integrated development of primary, secondary and tertiary industries. The People’s Government of Guangdong Province introduced the opinions on implementing the promotion of family farm development in 2015, providing a good opportunity for rapid development of new management subjects. As of 2015, various new subjects have emerged, including 2,850 leading agricultural enterprises, 30,000 farmers’ cooperatives and 37,500 family farms. By integrating the “Farmers’ Income Multiplication Plan” in Xinxing County, Yunfu has cultivated 505 family farms led by Wens Group. Secondly, focus on promoting carrier construction including modern agricultural park. Guangdong has currently established 3 national and 8 provincial modern agricultural demonstration areas, and great achievements have been made in the construction of 8 Guangdong - Taiwan agricultural cooperation parks. Thirdly, innovate the way of providing agricultural socialized services. The People’s Government of Guangdong Province introduced the Implementation Plan for Promoting Rural E-commerce Development in Guangdong in January 2016. Yangshan County of Qingyuan officially launched the “Village Taobao” Project by cooperating with Alibaba at the beginning of 2015, by which the county-level service center and 19 village-level service stations for “Village Taobao” have been established currently. To sum up, the key factors for intensifying the endogenous power of rural
Development are the mobility of agricultural land, the cultivation of new management subjects and the management mechanism innovation.

### 3.3. Guarantee mechanism: rural grass root governance innovation

At present, villagers and village collectives in 11 national rural reform experiment pilots in Guangdong have been first benefited from the development achievements of comprehensive rural reform, including such reform dividends from economic development, income increase and village appearance improvement brought by confirmation of rural land (cultivated land, forest land, residential land, rural collective construction land, etc.) right, rural land transfer and industrial management. However, it is necessary to further guarantee the sustainability of endogenous power of rural development in order to make villagers reasonably and sustainably benefit from and promote reform dividends, for which Guangdong has explored a solid guarantee path for deepening rural grass root governance innovation.

Since 2012, counties, towns and villages of Guangdong, particularly, national rural reform experiment pilots, have been actively exploring rural grass root governance under overall plan and coordination by the CPC Guangdong Provincial Committee and the People’s Government of Guangdong Province to stimulate the endogenous power of Guangdong rural development and constantly explore innovation in grass root democratic consultation mechanism. According to incomplete statistics, 52,220 village-level social organizations functioning as a council of villagers have been established in Guangdong, which have participated in or assisted with handling 88,823 village disputes and public welfare construction projects accumulatively. By focusing on cultivation and development of councils of villagers/local councils in natural villages, some cities of Guangdong, including Qingyuan and Yunfu, have established the new pattern of rural grass root collaborative governance cored at the village party organization, based on villagers’ self-governing organization and supplemented by rural social organizations. As of 2015, 16,412 councils have been established in Qingyuan alone, which have coordinated with the village committee in constructing 22,887 public welfare projects and mediating 25,192 rural social disputes. At the same time, Guangdong has comprehensively launched standardized management and system reform of rural collective economic organizations. 10,040 villages in 27 counties of Guangdong have carried out reform of rural collective economic organizations, with the total quantitative assets of CNY 292.3 billion. Additionally, Nanhai of Foshan and Xinhui of Jiangmen have carried out the reform of “political and economic separation”. As shown by above cases and data, Guangdong has made great achievements in exploring rural grass root governance, which has become the strong guarantee for intensifying the endogenous power of rural development.

### 4. Brief Policy Suggestions

#### 4.1. Select a reasonable and sustainable rural development model according to local conditions to achieve simultaneous progress in poverty alleviation and establishment of an all-round well-off society

Currently, the regional economic development in Guangdong has not been in balance, where the economy in the Pearl River Delta Region is developed. However, most rural areas have implemented the change of village to residential community, the rural social and economic development system and mechanism have been improved, in particular, some regions have carried out the experiment of “political and economic separation”, the collective economic aggregate has been large, village dwelling environment has been improved and the salary income of villagers has been generally more than their management income, which indicate a basic well-off level. The difference of rural economy in eastern, western and northern Guangdong is large, the levels of property right reform, industrial economy and rural social governance are uneven, and some regions are still backward relatively. Some rural areas, especially villages and villagers in mountainous areas, are still below the poverty line of Guangdong, while in some regions, the agricultural industry is developed, the income level of farmers...
is high and the village appearance is good. Based on comprehensive deep investigation for the rural development in different economic regions of Guangdong, this Study has preliminarily summarized 5 rural development models, which have great practical significance though not perfect. Therefore, the CPC Guangdong Provincial Committee, the People’s Government of Guangdong Province and local governments are suggested referring to these models in developing policies for rural development or the planning strategy for rural reform and development. In addition, this Study analyzes the supporting foundation, key factors and guarantee mechanism for the endogenous power of rural development at the level of academic theory.

4.2. Make early and pilot implementation in reform experimental areas more intensive to further deepen comprehensive rural reform

According to the spirits of the Report of the 19th National Congress of the Communist Party of China, the Central Rural Work Conference in 2016 and the Guangdong Rural Work Conference in 2017, as well as the requirements of relevant policy documents including the No. 1 Central Document and the Comprehensive Implementation Plan for Deepening Rural Reform in Guangdong issued by the CPC Guangdong Provincial Committee and the People’s Government of Guangdong Province, relevant competent agricultural and rural departments of Guangdong are suggested strengthening communication with the superior, and finding out such links where key problems are not tackled thoroughly, the mechanism is not solid and the masses have urgent need in the fields of rural development requiring enhancement in the future, mainly including rural collective property right system, agricultural management system, urban-rural integration system and mechanism, as well as rural social governance system, according to new requirements of the Comprehensive Implementation Plan for Deepening Rural Reform issued by the Central Government and by following the principles of “doing no prohibited thing, doing restricted things according to regulations and continuing bold exploration of things without requirement”, so as to continue deepening comprehensive rural reform in Guangdong and further stimulate the endogenous power of rural development.

4.3. Expand the promotion of experience and achievements in reform experimental areas to further benefit vast rural areas from reform achievements

Relevant competent departments of the CPC Guangdong Provincial Committee and the People’s Government of Guangdong Province are suggested leading and organizing provincial agricultural social science research institutes to summarize the practices of these regions having made achievements in rural development in Guangdong since the issuance of “the 12th Five-Year Plan”, especially the great achievements, mature experience and feasible practices of 11 national rural reform experimental areas in aspects of rural collective property right system, agricultural management system and rural social governance system, and to profoundly and systematically summarize the rural reform and development achievements in Guangdong by the method that “an achievement is summarized and promoted once it is mature”. In addition, the CPC Guangdong Provincial Committee and the People’s Government of Guangdong Province are suggested actively making leading and promoting publicity on national and provincial media based on the summary of excellent achievements in experimental areas, so as to achieve effective connection of project achievements with their promotion and conversion.

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