Exploring in the approach to rural revitalization in the view of green development

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Abstract. Rural revitalization is a major strategy for rural economic and social development. In the new era, rural revitalization must break away from the traditional mode of development and take the road of green development. This is not only to meet the people's growing needs for beautiful ecological environment, but also the inevitable requirements of rural revitalization. The general requirement of village revitalization are prosperous industry, ecological liveable, civilized local style, effective governance, and prosperous life. It contains the requirement of green development. Therefore, the rural revitalization must also be a multi-dimensional and multi-perspective integration from the perspective of green development, forming a pattern of mutual promotion and common prosperity that protect the ecological environment in the rural revitalization and promote the rural revitalization in the protection of ecological environment.

1. Introduction
The 19th CPC national congress clearly pointed out that Chinese socialism entered a new era. The principal contradiction in our society has been transformed into the contradiction between the people's growing demand for a better life and the imbalance and inadequacy. Unbalanced and inadequate development manifests in various concrete problems in reality, such as the gap between the rich and the poor, the urban-rural economy and the imbalance in regional economic development. The issue of agriculture, country and farmers has always been a fundamental issue concerning the people's livelihood of the country. General secretary Xi Jinping has profoundly pointed out that promoting green agricultural development is a profound revolution of the agricultural development concept. In the new era, the socialist rural development path with Chinese characteristics must adhere to the green and ecological orientation, promote the sustainable development of agriculture and rural areas, take the rural green development path, and build a new socialist countryside with prosperous industry, ecological liveable, civilized local style, effective governance, and prosperous life.

This text starts from the impact of green development concept on rural revitalization construction, discusses the goals of rural revitalization contain green development concept, and finally studies the road of rural revitalization from the perspective of green development.

2. Green development is the only way to rural revitalization
Green development is one of the five development concepts in the new era, and is increasingly becoming a banner and Practice for the all-round development of China's economy and society. Green development is a new development mode after rethinking and positioning the relationship between man and nature. Man's understanding of nature has experienced worship of nature, conquest of nature and conformity to nature. Green development is an important part of Xi Jinping thought on ecological civilization. It is a kind of organic combination of economic development and ecological environment.
to promote economic and social harmony and sustainable development under the constraints of environmental capacity and resource carrying capacity. Green development has become an important trend of world development.

The rural revitalization strategy is a major strategy put forward at the 19th national congress of the communist party of China. It is related to the overall and historic task of building a socialist modern country in an all-round way. It is also the general grasp of the work of agriculture, countryside and farmers in the new era. [1]. Implementing the strategy of rural revitalization is not only an inevitable choice to achieve common prosperity, but also a key measure to build a beautiful China. Therefore, rural revitalization can no longer repeat the traditional development model, it must take the road of green and sustainable development. Green development is the only way to rural revitalization, which is not only the demand of the people, but also the inevitable requirement of rural development.

Demand is a dynamic word, which increases with the development of economy and society. That is to say, in a specific society, the content of people's needs is determined by the level of productivity of the society. Entering a new era, "the people's demand for a better life is our goal". "The demand for a better life" is an omni-directional, multi-level and multi-dimensional demand, which includes not only the people's material and cultural needs, but also the wider freedom of political participation, social equity and justice, as well as the needs of the ecological environment. To implement the strategy of rural revitalization, it should not only promote the development of rural productivity and improve the living standards of farmers, but also practice the concept of green development and make rural construction a beautiful home of ecological harmony.

Promoting Rural Revitalization with the concept of green development is also an ecological development path of practicing "green water and green mountains are mountains of gold and silver". Rural environmental protection is not only an important part of the rural revitalization strategy, but also an important shortcoming. For a long time, rural areas have been dominated by the traditional extensive economic growth model and their ecological environment has become increasingly worrying. Water pollution, air pollution, soil pollution and the resulting pollution of agricultural products all force the revitalization of rural areas to follow the path of green development. Ecological prosperity leads to civilization, and the protection of ecological environment means the protection of productive forces. traditional mode of development must be abandoned, and taking the concept of green development as the guidance, protecting the ecological environment in the rural revitalization, and promoting the Rural Revitalization in the protection of the ecological environment.

3. Requirements of the rural revitalization strategy in the view of green development

The 19th national congress of the communist party of China put forward that the general requirements of the strategy of rural revitalization are prosperous industry, ecological livable, civilized local style, effective governance and prosperous life. From the perspective of green development, it should not only understand the development requirements, but also understand the interrelation of these five aspects.

3.1. Industrial prosperity is the focus of rural revitalization

From the perspective of green development, industrial prosperity is to promote the green mode of agricultural production, accelerate the transformation of agricultural production mode from excessive consumption of resources to green development of energy saving and emission reduction, from ensuring the quantity to improving the quality. Instead of purely pursuing the quantity growth of agricultural products, it should pay more attention to quality and provide healthy and green ecology for the broad masses of the people[2].

At the same time, it should speed up the application and penetration of green manufacturing in the entire industrial chain, and promote rural revitalization through scientific and technological innovation. Giving full play to the role of agricultural science and technology and strengthen the green oriented modern agricultural production system.
3.2. Ecological livability is the key to rural revitalization.
It should build a green and livable living environment and improve rural infrastructure and living environment. Rely on high-quality natural and cultural resources in rural areas to build beautiful and characteristic villages. It combines rural development planning with ecological and environmental protection, combines rural tourism, rural economy with characteristic industries, improving road hardening, canal hardening, water and toilet improvement and other livelihood projects, building a modern and beautiful countryside with bluer sky, greener mountains and cleaner water.

3.3. Rural civilization is the guarantee of rural revitalization
From the perspective of green development, rural civilization is to strengthen the cultural construction, especially the concept of green development, and make the idea of ecological protection become the mainstream culture in social life. Rural civilization includes cultivating the villagers' outlook on life that respects nature and green development, as well as abandoning the habits of extravagance and waste, and advocating the frugal lifestyle.

3.4. Effective governance is the foundation of rural revitalization
Effective governance refers to the modernization of rural governance system and governance capacity, which also requires effective governance of ecological civilization, and the modernization of governance system and governance capacity of ecological civilization[3]. Effective governance must be effectively combined with autonomy, rule of law and rule of virtue. On the one hand, through the efforts of the village committee, villagers should be guided to form spontaneous behaviors that respect and protect nature. On the other hand, it should speed up the extension of environmental protection law enforcement to rural areas, strictly enforce environmental standards, and avoid the transfer of urban and industrial pollution to rural areas.

3.5. Rich life is the foundation of rural revitalization
The yearning for a better life is the fundamental driving force for rural revitalization[4]. A better life not only includes a tremendously rich material life, but also safe drinking water, fresh air and a beautiful environment. At the same time, green water and mountains are mountains of gold and silver, and improving the ecological environment means developing the productivity. Good ecology itself contains infinite economic value, which can create comprehensive benefits and realize the sustainable development of rural economy and society[5].

4. The approach to rural revitalization in the view of green development

4.1. Rural revitalization must combine economic development with ecological civilization construction.
Rural revitalization is a complex project, which covers many fields such as economy, society, culture and ecology. From the perspective of green development, rural revitalization must combine economic development with ecological civilization construction. Achieving strong agriculture, beautiful countryside and rich peasants is the ultimate goal of rural revitalization. Its goal includes many dimensions. The strength of agriculture includes both the quantity and quality of agricultural industry. Rural beauty includes the improvement of infrastructure, and especially the ecological livability. Farmers' wealth includes the increase of income, especially enjoyment of a beautiful living environment. Therefore, rural revitalization must break the single development goal of GDP growth. It must combine economy development and the construction of ecological civilization, make the concept of green development through the whole process of agricultural production, product processing and waste utilization, integrate the construction of ecological civilization in the mode, form, content of economic growth and evaluation mechanism, according to the construction of ecological civilization and promote the sustainable development of rural economy[6].
4.2. Rural revitalization must combine industrial development with deepening agricultural supply-side structural reform

Supply-side structural reform should emphasize both supply and demand. From the perspective of green development, rural revitalization should continue to deepen the supply-side reform of agricultural structure according to people's demand for healthy food on the basis of developing agriculture and ensuring food output and security, accelerate agricultural industrialization and agricultural transformation and upgrading, and make green and high-quality agricultural products competitive in the market. And through the development of characteristic agriculture, tourism agriculture, experiential agriculture and other green agricultural development model, to increase the added value of industry, form an industrial chain, promote agricultural efficiency, increase farmers' income, rural beauty and prosperity.

4.3. Rural revitalization must combine sustainable development with scientific and technological innovation

Science and technology are the primary productive forces, and it is the supporting force for agricultural development. In the context of increasingly tight resource and environmental constraints, it must rely on scientific and technological innovation, in order to better promote the development of green agriculture. From the cultivation of agricultural products to the use of new fertilizers; from the management of pests and diseases to the design of irrigation and water conservancy projects, scientific and technological innovation should be integrated. Green science and technology lead to green development, green development lead to ecological agriculture, promoting sustainable agricultural development and the virtuous circle of ecological environment[7].

4.4. Rural revitalization must combine the concept of green development with the rule of law.

Under the background of the rule of law in China, the rural revitalization must take the legal rural road. From the perspective of green development, there are still some shortcomings in the construction of the rule of law in rural areas. For example, China has established a relatively complete legal system for ecological construction and environmental protection. But in the implementation, it is often difficult to implement, and at the same time, it lacks certain operability. Therefore, it is necessary to combine the green development concept with the development construction, promote the legal system construction with the green development concept, and formulate more detailed and feasible environmental protection policies and laws. At the same time, it should strengthen the implementation and enforce the law strictly[8].

4.5. Rural revitalization must combine government leadership with villager autonomy.

Rural revitalization is the grand strategy of rural development in the new era proposed at the 19th CPC national congress. In order to realize this strategy, the government needs to take the overall situation and coordinate all parties, and the villagers need to practice the concept of green development as the masters of the country and build a beautiful homeland together. On the one hand, the government should make overall plans for the construction of beautiful villages, increase the strength of environmental protection law enforcement, and publicize the knowledge of environmental protection and sustainable development concept through various effective forms, so as to enhance the villagers' recognition of the concept of green development. On the other hand, the villagers should also consciously establish a green outlook on life, practice the green lifestyle, and jointly build and share the beautiful countryside.

5. Conclusion

Rural revitalization is an important strategy for rural economic and social development. In the new era, the unsustainable development model has come to an end, and the green development of conforming to nature and protecting ecology shows the future. Rural revitalization must also adhere to the road of green development, which is not only the people's demand for a better life, but also the inevitable
requirement of Rural Revitalization and development. From the perspective of green development, it must understand the general requirements of Rural Revitalization with green development thinking, and implement the concept of green development in the strategy of rural revitalization. From the perspective of green development, the road of Rural Revitalization must combine positive development with ecological civilization construction, industrial development with deepening structural reform of agricultural supply side, sustainable development with scientific and technological innovation, green development concept with rule of law, government-led and villagers' autonomy, build and share beautiful countryside, and promote agricultural sustainable development.

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