

Research on the Realization Mechanism of Industrial Integration Development under the Goal of Rural Common Prosperity

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Abstract: This paper focuses on the industrial integration development under the goal of rural common prosperity and deeply analyzes its realization mechanism. By combing relevant theories, analyzing the current situation, modes of industrial integration and its action mechanism for rural common prosperity, it reveals the current challenges and proposes targeted strategies, aiming to provide theoretical support and practical guidance for promoting rural industrial integration and achieving common prosperity.

Keywords: Rural Common Prosperity; Industrial Integration; Realization Mechanism

1. Introduction

Against the backdrop of the country's vigorous promotion of the rural revitalization strategy, achieving rural common prosperity has become a key goal. Rural areas, as an important part of China's economic and social development, their development level is directly related to the effectiveness of building a socialist modern country in an all-round way. For a long time, the urban-rural dual structure has led to a large gap between rural and urban areas in economy, society and culture. The income level of rural residents is relatively low, and infrastructure and public services are relatively backward. As a key path to promote rural economic development, industrial integration can integrate resources, expand industrial boundaries, and is of great significance for enhancing rural economic vitality and increasing farmers' income. In-depth study of its realization mechanism not only helps to enrich rural development theories, but also provides strong support for practice. Through industrial integration, breaking the limitations of the single development of traditional agriculture and promoting the deep integration of agriculture with the secondary and tertiary industries can tap the multiple values of rural

industries, create more employment opportunities and income-increasing channels, and promote the diversified development of rural economy, thus laying a solid foundation for achieving rural common prosperity.

2. Current Situation and Modes of Rural Industrial Integration Development

2.1 Development Status

Currently, the state and local governments have introduced a series of policies to support rural industrial integration. At the national level, the No. 1 Central Document for many consecutive years has put forward clear requirements for the development of rural industrial integration, and policy documents such as the "Guiding Opinions on Promoting the Integration and Development of the Primary, Secondary and Tertiary Industries in Rural Areas" have been issued, indicating the direction for the development of rural industrial integration from a macro perspective. Local governments have also actively responded and formulated a series of specific support policies in light of local actual situations, providing guarantees in terms of funds, land use, technology, etc. In terms of financial support, special funds for rural industrial development have been set up. Through financial subsidies, loan interest discounts, rewards for subsidies, etc., enterprises and social capital are encouraged to invest in rural industrial integration projects. In terms of land use, relevant policies have been introduced to ensure the reasonable land use needs of rural industrial integration projects. For example, it is allowed to solve the land use problem through the entry of rural collective commercial construction land into the market and the revitalization of idle homesteads. In terms of technology, agricultural scientific and technological innovation and promotion have been strengthened, agricultural science and technology demonstration parks have been

established, and farmers' technical training has been carried out to improve the scientific and technological level of rural industries. Industrial integration has made certain progress in fields such as agricultural product processing, rural tourism, and rural e-commerce, and characteristic industrial clusters have been formed in some areas. In the field of agricultural product processing, agricultural product processing enterprises have been growing and expanding, processing technologies and equipment have been continuously upgraded, and the processing conversion rate and added value of agricultural products have been continuously improved. Rural tourism is booming. Relying on rural natural scenery, folk culture and other resources, various tourism products such as farmhouse entertainment, rural homestays, and farming experiences have been developed, attracting a large number of urban tourists. Rural e-commerce has developed rapidly. Through the Internet platform, agricultural products can be directly connected to the market, broadening the sales channels and improving the market circulation efficiency of agricultural products. In some areas, characteristic industrial clusters have been formed. For example, the navel orange industrial cluster in southern Jiangxi, around navel orange planting, has developed related industries such as navel orange processing, packaging, logistics, and tourism, forming a complete industrial chain and enhancing industrial competitiveness.

2.2 Main Integration Modes

(1)Internal Organic Integration of Agriculture: Modes such as the combination of agriculture and animal husbandry and agro-forestry compounding realize the recycling of resources and improve the comprehensive benefits of agriculture. Under the combination of agriculture and animal husbandry mode, the manure generated by raising livestock can be used as high-quality organic fertilizer for crop planting, reducing the use of chemical fertilizers, lowering production costs and improving the quality of agricultural products at the same time; crop straw can be used as livestock feed, realizing the recycling of resources. The agro-forestry compounding mode is to interplant trees with crops or cash crops on the same piece of land, making full use of land resources and space and improving land utilization rate. For example, when leguminous crops are planted in an orchard,

the rhizobia of legumes have a nitrogen-fixing effect, which can improve soil fertility and promote the growth of fruit trees. At the same time, leguminous crops can also bring additional economic benefits and improve the comprehensive benefits of agriculture.

(2)Full Industrial Chain Development and Integration: It covers agricultural production, processing, sales and related services, creating a complete industrial chain and enhancing industrial competitiveness. Taking the tea industry as an example, starting from tea tree planting, attention is paid to variety selection and tea garden management to ensure the quality of tea raw materials. In the processing link, advanced processing techniques and equipment are adopted to process tea into different types of products, such as green tea, black tea, oolong tea, etc., increasing product added value. By establishing online and offline sales channels, tea products are pushed to the market. At the same time, related services such as tea culture tourism and tea art training are carried out to expand the industrial boundary. Through the creation of a full industrial chain, the coordinated development of all links of the industry has been realized, enhancing the industry's competitiveness in the market and improving the overall efficiency of the industry.

(3)Functional Expansion and Integration of Agriculture: Relying on rural natural and cultural resources, new business forms such as rural tourism and leisure agriculture are developed to enrich industrial forms. Many rural areas have beautiful natural scenery, unique folk culture and long - standing historical sites and other resources. Using these resources, rural tourism projects are developed, such as building rural tourist attractions and creating folk culture villages. Tourists can experience rural life, participate in farming activities, enjoy natural scenery and feel folk culture in the countryside, satisfying the yearning of urban residents for rural life. Leisure agriculture combines agriculture with functions such as leisure, entertainment and education, and develops projects such as picking gardens, parent - child farms, and agricultural science popularization parks, providing diversified experiences for tourists, enriching rural industrial forms and increasing farmers' income sources.

(4)Technology - Penetrating Development and Integration: Using technologies such as the Internet and the Internet of Things to promote

intelligent agricultural production and information - based management, and improving industrial efficiency. In terms of intelligent agricultural production, by installing sensors, cameras and other equipment, information such as soil moisture, weather conditions and crop growth conditions is monitored in real time. Using big data analysis and artificial intelligence technology, precise irrigation, precise fertilization and precise pest control are realized, improving the accuracy and efficiency of agricultural production and reducing resource waste. In terms of information - based management, agricultural management software is used to manage the production, processing, sales and other links of agricultural products in an information - based manner, realizing the automation of functions such as agricultural product quality traceability, inventory management and order processing, improving management efficiency and the scientific nature of decision - making, and enhancing the overall operation efficiency of the industry.

3. The Action Mechanism of Industrial Integration for Rural Common Prosperity

3.1 Promoting Farmers' Income Increase

Industrial integration creates more employment opportunities, attracting farmers to work nearby and increasing their wage income. With the development of rural industrial integration, agricultural product processing enterprises, rural tourism enterprises, rural e - commerce enterprises, etc. are emerging in an endless stream. These enterprises need a large amount of labor. Farmers can be employed in local enterprises and engage in work such as agricultural product processing, tourism services, and e - commerce operations. They do not need to leave their hometowns to work outside, which not only increases their income but also takes care of their families. At the same time, through deep processing of agricultural products, brand building and other means, the added value of agricultural products is increased, and farmers' operating income is increased. Deep processing of agricultural products can transform agricultural products into higher - value products. For example, fruits are processed into fruit juice, fruit preserves, fruit wine, etc., extending the industrial chain of agricultural products and increasing product added value. Brand building excavates the characteristics and cultural connotations of agricultural products, shapes a

brand with market competitiveness, raises the market price of agricultural products, and increases farmers' operating income. For example, through brand building, the price of a certain local characteristic agricultural product has increased by more than 30%, and farmers' income has increased significantly accordingly.

3.2 Promoting Rural Economic Development

Optimizing the rural industrial structure, promoting the coordinated development of the primary, secondary and tertiary industries, and enhancing the vitality of economic development. The traditional agricultural industrial structure is single, mainly based on planting and breeding, with low economic benefits. Industrial integration promotes the deep integration of agriculture with the secondary and tertiary industries, forming a diversified industrial structure. Agricultural product processing belongs to the secondary industry, and rural tourism and rural e - commerce belong to the tertiary industry. These industries cooperate with each other and realize the complementary advantages among industries. Agriculture provides raw materials and basic support for the secondary and tertiary industries, while the secondary and tertiary industries provide value - added services and market channels for agriculture, enhancing the vitality of rural economic development. Industrial integration can also attract the inflow of external resources, enhance the market competitiveness of rural industries, and promote the sustainable growth of the rural economy. The new opportunities brought by industrial integration attract external resources such as enterprises, capital, technology and talents to gather in rural areas. The entry of enterprises brings advanced management experience and technical equipment. The investment of capital provides financial guarantee for industrial development. The introduction of technology improves the scientific and technological level of the industry. The influx of talents injects new vitality into industrial development. The convergence of these external resources enhances the market competitiveness of rural industries and promotes the sustainable growth of the rural economy.

3.3 Improving the Rural Social Environment

Industrial integration drives the construction of rural infrastructure, such as the improvement of roads, water and electricity. With the

implementation of rural industrial integration projects, the demand for infrastructure is increasing. In order to meet the needs of agricultural product transportation, rural tourism development, rural e-commerce logistics distribution, etc., the government and enterprises have increased their investment in rural infrastructure construction. Wider rural roads have been built, improving rural transportation conditions and facilitating the transportation of agricultural products and the entry and exit of tourists; water and electricity facilities have been upgraded to ensure the water and electricity supply for rural production and living. At the same time, it promotes the improvement of public service levels such as education and medical care, and improves the quality of life of rural residents. The economic development brought by industrial integration enables rural areas to have more funds to invest in the fields of education and medical care. Better schools and kindergartens have been built, equipped with advanced teaching equipment and excellent teaching staff, improving the rural education level. The rural medical and health conditions have been improved, and standardized health centers have been built, equipped with advanced medical equipment, improving the medical security level of rural residents and the quality of life of rural residents.

4. Challenges in the Development of Rural Industrial Integration

4.1 Institutional and Mechanism Barriers

The current land system has certain restrictions on the land use of industrial integration projects, and there are also problems of ineffective implementation in the process of policy implementation, affecting the progress of industrial integration. Rural land is owned by the collective, and land transfer and use are strictly restricted by the system. In industrial integration projects, such as the construction of agricultural product processing plants and rural tourism facilities, a large amount of construction land is required. However, due to the imperfect system of rural collective commercial construction land entering the market and the complicated land transfer procedures, it is difficult to implement project land. Some local governments, when implementing relevant policies for rural industrial integration, have problems such as insufficient publicity, cumbersome approval

processes, and imperfect supporting measures, resulting in low awareness and participation of enterprises and farmers in the policies, and it is difficult for the policies to take effect, affecting the progress of industrial integration.

4.2 Insufficient Factor Guarantee

Rural industrial integration faces the problem of capital shortage and narrow financing channels. Most rural industrial projects have characteristics such as large investment scale, long payback period and high risk. Financial institutions are relatively strict in the loan approval for rural industries, and the loan amount is limited. At the same time, the investment willingness of social capital in rural industries is relatively low, resulting in a lack of sufficient financial support for the development of rural industrial integration. In addition, the lack of professional talents who understand technology and management restricts the innovative development of industrial integration. The living and working conditions in rural areas are relatively difficult, making it difficult to attract and retain high-quality professional talents. Most of the existing rural labor force have a low educational level and lack the technical and management knowledge required for industrial integration, unable to meet the needs of the innovative development of rural industries, restricting the innovative development and transformation and upgrading of industrial integration.

4.3 Market Risks and Uncertainties

Market demand fluctuates greatly. The products and services of rural industrial integration face market competition pressure, and market information asymmetry increases the risks of industrial development. With the continuous change of consumer demand and the uncertainty of the market environment, the market demand for the products and services of rural industrial integration is also constantly fluctuating. For example, the rural tourism market is greatly affected by factors such as seasons, holidays and emergencies, and the market demand is unstable. The products and services of rural industrial integration also face competition pressure from other regions and other industries. Due to market information asymmetry, it is difficult for rural industry operators to master market dynamics and consumer demand in a timely and accurate manner, resulting in production and operation

decision - making mistakes and increasing the risks of industrial development.

5. Strategies for Realizing the Development of Rural Industrial Integration

5.1 Improving the Institutional and Mechanism

Innovating the land system, optimizing the land transfer mechanism, and improving land use control. Explore effective ways for rural collective commercial construction land to enter the market, simplify the land transfer process, reduce land transfer costs, and ensure the reasonable land use needs of industrial integration projects. Strengthen policy coordination, establish and improve a policy implementation supervision mechanism, and ensure the effective implementation of policies. Strengthen communication and coordination among various departments to form a policy synergy and avoid policy conflicts and duplications. Establish a policy implementation supervision mechanism, strengthen the tracking and evaluation of policy implementation, and timely discover and solve problems in the process of policy implementation, ensuring that various policies can truly benefit enterprises and farmers and promote the development of rural industrial integration.

5.2 Strengthening Factor Guarantee

Widening financing channels, guiding financial institutions to increase support for rural industrial integration, and encouraging social capital to participate. Financial institutions should innovate financial products and services. According to the characteristics of rural industrial integration projects, develop suitable credit products, lower loan thresholds, and increase loan amounts. The government can guide social capital to invest in rural industrial integration projects by setting up industrial guidance funds, risk compensation funds, etc. Strengthen talent cultivation and introduction. Improve the quality of farmers through vocational education and training, and attract external talents to participate in rural construction. Increase investment in rural vocational education, set up professional courses related to rural industrial integration, and cultivate practical talents. Carry out farmers' skills training to improve farmers' production and operation capabilities. Formulate

preferential policies to attract external talents, such as college students and returned entrepreneurs, to participate in the development of rural industrial integration, providing talent guarantee for rural industrial development.

5.3 Improving Market Response Capability

Strengthen market research and analysis, and adjust the direction of industrial integration and product services according to market demand. Establish market research institutions and information service platforms, collect and analyze market information in a timely manner, and provide decision - making basis for rural industry operators. Rural industry operators should, according to changes in market demand, timely adjust the direction of industrial development and the content of product services, and improve the market adaptability of products and services. Build rural characteristic brands, improve product quality and service levels, and enhance market competitiveness. Excavate the characteristics and cultural connotations of rural industries, cultivate rural brands with regional characteristics and market competitiveness. Strengthen product quality supervision, improve product quality standards, improve service levels, establish a good brand image, and enhance the market competitiveness of rural industrial integration products and services.

6. Conclusion

The development of rural industrial integration is an important way to achieve rural common prosperity. Although there are many challenges at present, through strategies such as improving the institutional and mechanism, strengthening factor guarantee, and improving market response capability, industrial integration can be effectively promoted, rural economic development can be promoted, and the goal of rural common prosperity can be helped to be achieved. In the future, it is necessary to further study new modes and new paths of industrial integration in depth, and continuously inject impetus into rural revitalization. With the continuous progress of science and technology and the change of the market environment, new opportunities and challenges will continue to emerge in rural industrial integration. In terms of theoretical research, it is necessary to strengthen in - depth research on the development laws, action mechanisms, influencing factors, etc. of industrial integration, providing a more solid

theoretical support for practice. In practice, all regions should be encouraged to actively explore and innovate industrial integration modes in light of local actual situations, strengthen demonstration and guidance, and promote the development of rural industrial integration to a higher level, and continuously strive for the goal of realizing rural common prosperity.

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