

# UNLOCK NEW FORCES FOR RURAL REVITALIZATION WITH NEW QUALITY PRODUCTIVITY

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**Abstract:** New quality productivity, as a new economic force with epoch-making characteristics, is becoming a key driving force to promote high-quality development. Supported by high technology, marked by high efficiency and pursued by high quality, it has brought revolutionary changes to various fields of social economy. In the grand blueprint of rural revitalization, these characteristics of new quality productivity are particularly important. Through the new innovation of productivity, such as advanced agricultural technology, intelligent mode of production, and environmental protection material application, into all aspects of rural development, we can effectively respond to the current country in the development of innovation, in the process of using high energy consumption, and the relative lack of talent challenges. Through scientific and technological innovation and talent cultivation, we are expected to take a solid step on the road of rural revitalization and achieve high-quality rural development.

**Key words:** new quality productivity; rural revitalization; path analysis; rural high-quality development; organic fertilizer

## 1. Developing new quality productive forces is the key to rural revitalization

### (1) Endow rural revitalization with new scientific and technological creativity

"A strong country must first strengthen agriculture, and a strong agriculture can make a strong country. Without agricultural power, there is no whole modern power; without agricultural and rural modernization, socialist modernization is not comprehensive." New quality productive forces mainly refer to the advanced productive forces that rely on management innovation, system innovation and scientific and technological innovation, promote the substantial improvement of production efficiency and quality, and then provide support for social and economic development. New quality productivity covers many dimensions, such as scientific and technological innovation, green development, and personnel training. For rural revitalization, the introduction of new quality productive forces can promote the transformation and upgrading of the original traditional industries in rural areas to scientific and environment-friendly industries, constantly explore new management modes, production modes and sales channels, and promote the rural economy to the road of high-quality development. In this process, the application of organic fertilizers becomes an important part of the new quality productivity. In the process of new productivity development, science and technology innovation is the key and the core, science and technology, system of new quality of production factors will produce "science and technology + agriculture" "science and technology + culture" "technology + government" new mode, enhance the level of rural agriculture and industrial innovation at the same time, promote the rural industry, culture, organization, rural revitalization of more strong technology creativity, advancing with The Times and joint rural reality.

### (2) Give new green vitality to rural revitalization with new quality productive forces

In the process of promoting rural revitalization, many villages introduce capital and build enterprises in order to develop, but in the process of development, they do not well adapt

measures to local conditions, but blindly develop traditional productive forces and enterprises with high energy consumption and high profits. The development concept with high interests as the core makes the local ecological and environmental problems increasingly serious. However, there are also many places in the "green" efforts, adding new drivers of rural development through the development of green productivity. For example, Tongyuan Village in Hongsibao District, Ningxia, uses agricultural wastes such as cow dung and vegetable tail vegetables as feed for earthworms. The earthworms can not only be used as organic fertilizer, but also be sold as high-protein feed, which reduces the use of chemical fertilizer and improves soil fertility. Rural revitalization of ecological revitalization is "green" as the background, the ecological environment protection in the first development place, around the harmonious coexistence between man and nature, using both economic benefits, ecological benefit and social benefits of high quality development "open way", compose ecological huimin, ecological relief, ecological for the people, bloom rural revitalization of the new green vitality. "We must firmly grasp the top priority of high-quality development and accelerate the development of new-quality productive forces in light of local conditions."

### **(3) Giving new main driving forces to rural revitalization with new quality productive forces**

"Hand grinding produced the feudal society, and steam grinding produced the society of industrial capitalists." The new quality productive forces continue the characteristics of the concept of "productive forces" put forward by the Marxist classical writers, and at the same time have the characteristics of the new era. It is the advanced productive forces produced in the new wave of scientific and technological revolution and industrial revolution, and is also inevitable in the process of China's modernization, reflecting the development requirements of Chinese society and human society. Therefore, from the perspective of theory, history and reality, the development of new quality productive forces needs to be based on the social development of the new era as the background and based on talents. Talents are not only the subject and initiators, but also the practitioners. The No. 1 document of the Central Government in 2023 puts forward the key work of comprehensively promoting rural revitalization, and talent revitalization is the key. In the process of developing new quality productive forces, relevant high-quality talents need to be constantly trained, and the two happen to coincide. The core of solving the rural problem lies in talents, and the use of new quality productivity to drive the process of high-quality rural development is also an important way to improve the quality of talents in rural revitalization.

## **2. With organic fertilizer as a new quality of productivity, to promote rural revitalization to a new height**

### **(1) The deep integration of green productivity and agricultural ecological transformation**

As a typical representative of green productivity, the promotion and application of organic fertilizer is of great significance to reducing the excessive use of chemical fertilizer, reducing agricultural non-point source pollution, improving soil structure and improving soil fertility. In the process of rural revitalization, the application of organic fertilizers not only helps crops grow in a healthier and natural environment, absorbs more natural nutrients, realizes the dual improvement of yield and quality, but also promotes the sustainable development of rural agriculture under the premise of protecting the ecological environment.

### **(2) Leading in scientific and technological innovation and upgrading of agricultural science and technology**

With the progress of science and technology, the research and development, production and application of organic fertilizers are also experiencing unprecedented profound changes. The introduction of modern biotechnology and information technology has brought a revolutionary breakthrough to the production of organic fertilizer, significantly improved the production efficiency and quality of organic fertilizer, and reduced the production cost. In the field of research and development, through microbial fermentation technology, agricultural waste such as straw and livestock manure can be rapidly transformed and efficiently utilized; the application of intelligent management system enables the precise control and optimization of organic fertilizer production process. Through sensors, big data analysis and artificial intelligence algorithms, key parameters such as temperature, humidity and pH in the production process can be monitored and adjusted in

real time to ensure the optimization of the fermentation process. This precise control not only improves the quality of fertilizer, but also reduces energy consumption and labor costs, and provides a strong guarantee for the large-scale production of organic fertilizer.

### **(3) Industrial drive and farmer quality improvement**

The promotion and application of organic fertilizers not only bring profound changes on the basis of the traditional agricultural production mode, but also plays a decisive role in promoting the extension and development of related industrial chains, further increasing the demand for high-quality and professional talents. This trend provides a new historical opportunity and a broad development space for talent training, employment and entrepreneurship in rural areas. By strengthening targeted skills training, actively introducing high-level talents and providing comprehensive support for innovation and entrepreneurship, it can effectively attract more talents to participate in the organic fertilizer industry, and provide talent guarantee and intellectual support for the all-round revitalization of rural areas.

## **3. The real problem of unlocking the new forces of rural revitalization with new quality productivity**

### **(1) Lack of creativity of new quality productivity**

Scientific and technological innovation is the core element of new quality productivity. "Scientific and technological innovation can foster new industries, new models and new growth drivers, and is the core element of developing new quality productive forces." However, the application of innovative technology in the process of rural revitalization is far from meeting the task requirements. In terms of scientific and technological innovation, the development and application of organic fertilizers are the key to improve the efficiency and quality of agricultural production. According to the Technical Guidelines for Agricultural Green Agricultural Development (2018-2030), increasing investment in science and technology and improving supporting policies are important measures to lead the agricultural supply-side structural reform. The innovation and application of organic fertilizers, such as the earthworm fattening technology, can not only improve soil fertility, but also promote the development of ecological circular agriculture model, which is the concrete embodiment of scientific and technological innovation in rural revitalization. Through the promotion of organic fertilizer, it can promote the establishment and improvement of agricultural science and technology innovation system, and provide a good environment and conditions for agricultural science and technology innovation.

### **(2) Energy consumption is too high in the use of new quality productivity**

Marx put forward the "natural productivity", think that natural resources is the natural basis of human production and living and social development: " as a factor to join production but do not need to pay the cost of natural elements, no matter what role in production, is not as part of capital to join production, but as labor free natural productivity to join production." Organic fertilizer is a manifestation of natural productivity, and its use helps to reduce the use of chemical fertilizer, reduce the impact of agricultural production on the environment, and achieve green development. "Chinas Green and Efficient Chemical Fertilizer Product Innovation and Industrial Development" mentioned that in the past 40 years, Chinas green and efficient fertilizer scientific and technological innovation has promoted the development of chemical fertilizer industry quality replacement and quantity, and made important contributions to ensuring crop production increase, food security and coordinating the environmental contradictions of high-yield fertilization.

### **(3) Low talent driving force for the use of new quality productivity**

The promotion and application of organic fertilizers has become a sustainable development trend in today's society, which is not only environmentally friendly, but also can significantly improve the fertility of the soil and the quality of the crops. With the rise of organic agriculture, rural areas have gradually begun to pay attention to the use of organic fertilizer, which provides new employment opportunities and entrepreneurial platforms for rural talents. In the process of rural revitalization, we need a large number of talents of all kinds, including agricultural technical experts, rural planners, and marketing personnel.

## **4. Analysis of the path of helping rural revitalization with new quality productivity**

### **(1) With scientific and technological innovation as the core, we will help**

## **revitalize rural industries, organizations and culture**

"Developing new quality productive forces is an inherent requirement and focus for promoting high-quality development. We must continue to do a good job in innovation and accelerate the development of new quality productive forces." In the process of rural revitalization, the application of new quality productivity has given an important support for it. New quality productive forces emphasize high technology, and can optimize the structure of agricultural industry through technological innovation. Before the production, Farmers can use big data technology, To obtain detailed market information, Reasonable selection of planting crop types; in the process of manufacture, By introducing the Internet of Things technology, To realize the real-time monitoring of the farmland environment, Key parameters, such as soil moisture, temperature, and light intensity, In combination with local conditions, Such as climate, soil type, and water source conditions, Using biotechnology to cultivate high-quality varieties with high yield of disease resistance and insects, Use intelligent agricultural machinery and equipment to improve the mechanization level and efficiency of agricultural production; In the process of selling agricultural products, Using the "Internet +" action.

### **(2) Take the quality as a foothold to help the rural ecology.**

"Green development is the undercolor of high-quality development, and new quality productivity itself is green productivity." First of all, the realization of rural ecological revitalization is a systematic project, involving villages, mountains, rivers, forests, fields, lakes, lakes, grass and sand, cannot be accomplished overnight. We must consciously protect the rural ecological environment, To create more new quality of labor materials that can continuously improve the ecological environment, Make workers, labor materials and labor objects to achieve optimal combination, Such as the promotion of new energy technologies, Through the use of clean energy sources, such as solar and wind energy, Effectively reduce the consumption of traditional energy sources and pollutant emissions; Using new technologies to promote the green transformation of rural buildings; By promotion of ecological agricultural technologies such as organic agriculture and circular agriculture, To achieve the sustainable development of agricultural production, Make the green productivity jump; next, New quality productivity is green productivity dominated by green and low-carbon technologies, characterized by less resource consumption and net zero emissions, Is a resource-conserving and environment-friendly ecological productivity, therefore, We should actively use green technology, With sustainable resources as the object of labor and digital intelligence as the main labor tool, Combining the transformation of nature and the protection of nature, We will promote ecological industries and ecological industrialization.

### **(3) Take productivity as the foothold to help rural talents.**

Talent is the key to helping rural revitalization with new quality and productive forces. The party's 20th CPC report pointed out: " We must ensure that science and technology are the primary productive force, talent are the primary resource, and innovation is the primary driving force, and thoroughly implement the strategy of rejuvenating the country through science and education, the strategy of reinvigorating China through human resources, and the strategy of innovation-driven development." <sup>[8]</sup> first, In view of the problem of fewer professional talents and brain drain who can skillfully use new quality labor materials, We must always be demand-oriented, Bring the talent back, We will thoroughly implement the Action Plan for Talents, To realize the comprehensive innovation of the talent introduction mechanism, Introduce more talent teams with solid agricultural knowledge and management experience, familiar with brand marketing, understand the local situation and have the ability to drive the development of new quality productivity; at the same time, Adhere to the hard-done approach, Use the talent well, To promote more new quality productivity talents to participate in the technology and application research related to rural revitalization; next, In view of the professional quality problem of talents, We must always adhere to the problem-oriented training of talents, Strengthen publicity and policy guidance, We will encourage experts from relevant research institutes and universities to provide services for high-quality rural development.

## **5. Conclusion.**

This paper expounds in detail the core position of new quality productivity in the rural revitalization strategy, and comprehensively analyzes its specific performance in three aspects of

scientific and technological innovation ability, green development potential and main driving force. Taking organic fertilizer as an example, the paper discusses the potential value and challenges of its new quality productivity in the process of promoting rural revitalization. At the same time, this paper also points out the problems existing in the new quality productivity in the practice of rural revitalization, and puts forward the targeted development path exploration. In a word, the new quality productivity is the key driving force to promote rural revitalization. Through the implementation of scientific and technological innovation, green development strategy and the deepening of talent training, the new quality productive forces will inject new vitality into rural revitalization and promote the all-round revitalization of rural industries, ecology and culture. However, in order to give full play to the driving role of new quality productivity, it is necessary to solve the current problems such as insufficient innovation capacity, excessive energy consumption and insufficient talent drive. This requires the government, enterprises and all sectors of society to make joint efforts to jointly promote the in-depth implementation of the rural revitalization strategy through policy support, technological innovation and talent cultivation. Therefore, the new quality productivity will continue to play a vital role in the future process of rural revitalization. We look forward to exploring more things through continuous research and practice. Effective development path, the use of new quality productive forces to activate the new momentum of rural revitalization, to achieve the omprehensive rural revitalization and sustainable development.

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