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Research on the Practical Path of Digital Rural Construction Empowered by New Quality Productivity

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Abstract

There is a high degree of fit between new quality productivity and digital village construction. With its high-tech, high-efficiency and high-quality features, the new quality productivity empowers the construction of digital countryside through digital technology, digital governance, digital talent cultivation, etc., and promotes the transformation and upgrading of the rural industrial structure, modernisation of agriculture and rural areas, and further enhancement of the level of rural governance. The construction of digital countryside constitutes one of the core contents of the current 'Three Rural Issues' work, and is an efficient path and solid cornerstone for promoting rural revitalisation and high-quality economic development. However, the development of China's digital countryside is still limited by the backwardness of digital infrastructure, the difficulties in the transformation and upgrading of traditional industries, as well as the insufficient supply of new talents in the countryside and other practical problems. The purpose of this paper is to explore the application strategy of new quality productivity in promoting the construction of digital countryside, to put forward suggestions on how to achieve the effective empowerment of new quality productivity on digital countryside, to promote the deep integration of new quality productivity and the construction of digital countryside, to accelerate the development process of digital countryside, and to help the realisation of the comprehensive revitalisation of the countryside.

Keywords

New Quality Productivity; Digital Countryside; Digital Technology; Rural Revitalization.

1. Introduction

General Secretary Xi Jinping first proposed 'new quality productivity' during his visit to Heilongjiang in September 2023, and on 31 January 2024, when presiding over the 11th Collective Study of the Political Bureau of the Central Committee, Xi Jinping stressed the importance of accelerating the development of new quality productivity, and solidly pushing forward high-quality development. In the context of the digital era, the new form of productivity shows stronger integration and novel connotation, transcends the traditional economic growth model and productivity development trajectory, and presents high-tech content, high-efficiency performance and high-quality standards, and is an advanced form of productivity that fits the development concept of the new era. With the deepening of the digital technology revolution, this new form of productivity has become a model for the deep integration of science and technology and production, and a key driving force for the modernisation of society. It has not only reshaped the development paradigm of industry and services, but also deeply penetrated into the field of agriculture and the countryside, providing a solid supporting force for the construction of digital villages. The rise of the digital countryside is a product of the

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widespread application of networked, informatised and digital technologies in the economic and social development of agriculture and rural areas, as well as the endogenous transformation of agriculture and rural areas driven by the improvement of farmers' modern information literacy. This process is not only an important orientation of the rural revitalisation strategy, but also an indispensable part of building a digital China. In addition, the Outline of the 14th Five-Year Plan and 2035 Vision clearly states that 'accelerate the construction of digital villages', and the No. 1 Document of the Central Government in 2022 also emphasises 'promoting the construction of digital villages'. By strengthening the application of digital technology in rural revitalisation, we can give full play to the leading role of information technology, enhance the digital infrastructure in rural areas, reduce the 'digital gap' between urban and rural areas, and promote the modernisation of agriculture and rural areas in all aspects. In this paper, from the perspective of 'promoting the implementation path of digital village construction, the core kinetic energy of the new quality productivity for digital village development', on the basis of analysing the current development status of digital village construction in China, we study the development mode of digital villages empowered by the new quality productivity, and finally, based on the conclusions of the study, we put forward targeted proposals on how to solve the key problems in the construction of digital villages. Finally, based on the conclusions of the study, it puts forward targeted and feasible policy recommendations on how to solve the key problems in digital village construction.

2. Status of Development of Digital Village Construction

2.1. Achievements in Digital Village Construction

2.1.1. Accelerated Digital Transformation and Continuous Improvement of Infrastructure

China's broadband network coverage in rural areas has been continuously strengthened, the 5G network has basically achieved national coverage of townships, and the rural Internet penetration rate has been further improved, providing a solid network foundation for the construction of digital villages; the informatisation service platform has been continuously improved, and the rural informatisation service platform provides rural residents with one-stop service experience through the provision of governmental services, industrial training, technical consulting, etc., and continuously meets the personalised needs of the residents. Residents' individual needs and promote the construction of information technology level; in recent years, the government has continuously increased the cultivation of rural digital talents, through the provision of relevant training courses, the organisation of practical activities and other forms, to enhance the digital technical capabilities of rural residents, and to provide talent support for the digital construction of the countryside.

2.1.2. The Gradual Development of Smart Agriculture and the Acceleration of Agricultural Production Digitization

With the increasing development of the Internet, e-commerce is developing rapidly as a new form of sales, and through the e-commerce platform, agricultural products can be delivered directly to consumers through the origin, which reduces the intermediate links, improves the circulation efficiency and added value of agricultural products, and promotes the further development of smart agriculture; with the continuous application of drones and Internet of Things technology in the field of agriculture, agricultural production can be precisely controlled through the real-time data acquired by sensors and detection equipment. With the continuous application of drones and IoT technology in the field of agriculture, agricultural production can accurately control irrigation and fertilisation through the real-time data obtained by sensors and detection equipment, so as to achieve automated management of irrigation and fertilisation, thus reducing the waste and pollution of agricultural inputs, improving the quality and yield of

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agricultural products, and further promoting the process of digitisation of agricultural production.

2.1.3. Continuous Innovation in Governance Mode and Steady Improvement in the Digitalisation of Rural Governance

With the continuous development of big data, on the one hand, the level of data-driven rural governance has been continuously improved, and some regions have established rural governance platforms using big data, artificial intelligence and other technologies, through which real-time monitoring and accurate management of the countryside's public security, environment, and population have been realised to enhance the efficiency and level of rural governance; on the other hand, digital technology provides kinetic energy for the innovation of governance models On the other hand, digital technology provides impetus for the innovation of the governance model. By combining digital technology with the governance model, all kinds of governance resources are effectively shared, and the governance models between villages can learn from each other, thus promoting the innovation of the governance model and realising the diversification of rural governance.

2.1.4. Innovative Development of Cultural Activities and Significant Results of Rural Cultural Digitisation

The construction of rural network culture is constantly developing, and localities are actively building digital cultural halls, rural libraries, etc. There are even some areas that make reasonable use of the surrounding tourism resources to build red cultural tourism bases, promoting the construction of rural culture and the digitalisation process of culture; some areas have uploaded their own unique folklore and cultural activities through the online platform, attracting more people to pay attention to and understand the culture of the countryside, and through the medium of the Internet. Various regions can learn from the excellent folk culture of other regions and promote the exchange and communication between culture and culture, so as to realise the continuous innovation of the mode of cultural activities.

2.2. Problems in the Development of Digital Villages

2.2.1. Uneven Digital Development and Weak Infrastructure

At present, in the process of promoting the construction of digital villages in China, the imbalance in the level of digital development is particularly prominent. The 52nd Statistical Report on the Development Status of China's Internet Network released by China Internet Network Center (CNNIC) shows that as of June 2023, China's Internet penetration rate in urban areas was 85.1%, and the Internet penetration rate in rural areas was 60.5%. From this data, we can intuitively see that there is still a big gap between urban and rural Internet penetration rates in China. On the one hand, in some rural areas, the digital infrastructure support is insufficient, resulting in these rural areas information is closed, communication with the outside world is blocked, not conducive to the villagers to accept new things and new ideas, hindering rural innovation and development. Especially in some villages in hilly areas, there are problems such as unstable power supply and incomplete network coverage, which leads to the difficulty of applying intelligent agricultural production methods in these areas, restricting the level of agricultural development, not conducive to the reform of their industrial structure, and hindering the process of modernisation of their agricultural and rural areas. On the other hand, villagers in some areas are still retaining the traditional ideas and concepts of the past due to insufficient knowledge of the concept of digital development, which are deeply rooted in their minds, coupled with the lack of governmental publicity and insufficient funds, etc., by which villagers lack the awareness of actively acquiring and applying data, resulting in a slow process of digital development, hindering the process of modernisation of agriculture and rural

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areas, and impeding the development of digital rural construction. development of rural construction.

2.2.2. Low Digital Literacy of Farmers and Shortage of Digital Talents

With the rapid development of society and urbanisation, the shortage of human resources has increasingly become an important constraint to the construction of digital villages. Firstly, there is a serious lack of digital technology talents in rural areas. With the acceleration of urbanisation, the 'digital divide' between urban and rural areas is getting bigger and bigger, and many villagers with digital technology choose to enter the city to seek better development opportunities, leading to a serious loss of talents, and the degree of aging is further aggravated, while these old people generally receive a low degree of education, and have relatively weak acceptance of new technology and learning ability, making it difficult for them to adapt to the new technology. They are relatively weak in accepting new technology and learning ability, making it difficult for them to adapt to the needs of digital development. Secondly, farmers' digital literacy is generally low. Influenced by traditional agricultural ways of thinking and lifestyles, some farmers have a low level of acceptance of digital technology. Coupled with the fact that most villagers in rural areas are themselves weak in digital literacy, their knowledge of active access to digital technology, application of data awareness and data value is insufficient, and their lack of understanding and knowledge of digital technology hinders the process of digital village construction. Finally, the introduction and cultivation of talents is insufficient. In recent years, although the government has begun to strengthen the digital skills training for farmers in various ways, due to the backwardness of rural educational resources and the lack of professionalism in the training content, it is impossible to quickly improve the digital technology capabilities of villagers. The result is that it is difficult to cultivate digital talents. And itself in living in the big city some digital talents are used to the fast-paced lifestyle of the big city, not willing to go to the rural development, coupled with the introduction of talent treatment system as well as policy support and so on there are still some limitations, these factors lead to the introduction of talent difficulties. The lack of digital talents leads to a serious obstacle to the process of rural digitalisation, which is not conducive to the further development of digital village construction.

2.2.3. Industrial Transformation and Upgrading Face Lagging Problems

First of all, influenced by the traditional agricultural way of thinking, some rural areas are still dominated by traditional agriculture, and the development of industry and services is relatively insufficient, resulting in a short agricultural industry chain, low value-added products, and the development of secondary and tertiary industries is relatively lagging behind; secondly, most of the labour force left behind in the countryside is older, with lower digital quality, and has limited acceptance and application of new technologies and products, which makes it difficult to meet the needs of industrial transformation and upgrading and the demand for high-quality talents, limiting the modernization of their industries and the development of digital village construction. Talent demand, limiting its industrial modernisation and professional development; then, although rural areas have made some achievements in the economy in recent years, there is still a big gap between them and the towns, and many rural high-quality talents choose to enter the city to develop and seek better development opportunities, so that scientific research talents and high-end talents are mainly concentrated in the city, and there is a serious loss of talents in the rural areas, and there is a lack of independent innovation capability and Lack of independent innovation ability and core technology support, rural areas in science and technology innovation there are obvious shortcomings, it is difficult to promote industrial upgrading and transformation, weakening the momentum of rural industrial development and innovation capacity. Finally, the source of funds for the development of rural industries mainly relies on the government's financial input, which is limited, making it difficult

ISSN: 2710-0723

to meet the demand for funds for the transformation and upgrading of industrial structure; coupled with the fact that some areas are still lagging behind in the construction of transport, communications, water and electricity and other infrastructures, which affects the large-scale and modernised development of their industries, leading to the problem of lagging behind in the transformation and upgrading of industries.

2.2.4. Incomplete Policy and Regulatory System

In today's era, the construction of digital villages has become a key force in promoting rural development, however, it cannot be ignored that its policy and regulatory system has exposed certain limitations, and these shortcomings are undoubtedly one of the most important impediments to restricting digital villages from moving to a higher stage of development. First of all, the construction of digital villages requires a large amount of capital investment and talent support, but the current policies in some areas in attracting capital investment and incentivising talents to go to the countryside are still not perfect. On the one hand, there is a lack of preferential policies and risk protection mechanisms for investment subjects in the construction of digital villages, which leads to low motivation for capital investment; on the other hand, for the talents who go to the countryside, the corresponding policies fail to keep up with the key aspects of life protection such as housing, medical care and children's education, which are the most important concerns of the talents, and it is hard to give them a stable and reliable expectation of their lives, which leads to difficulties for talents to put down roots in the countryside and continue to contribute to the construction of digital villages. This makes it difficult for talents to take root in the countryside and continue to contribute to the construction of digital villages.

Secondly, with the rapid development of digital technology, new forms and modes of digital village construction are constantly emerging, but in response to this development, there are still unsound regulatory laws and regulations in some areas. For example, the lack of clear legal provisions on privacy protection, security management, property rights attribution and other aspects of rural digital technology may cause data security risks, making the promotion and in-depth application of digital technology in rural areas hindered, which in turn greatly impedes the further development of digital village construction, making it difficult to fully release the development potential and vitality it deserves.

3. Research on The Development Model of Digital Villages under the New Quality Productivity

3.1. Smart Agriculture Production Mode

Smart agriculture is a modern agricultural model relying on the Internet of Things, big data analysis, cloud computing, artificial intelligence and other emerging advanced modern information technology and equipment to optimise the agricultural production process, the '14th Five-Year Plan' will be the construction and development of smart agriculture as an important element of agricultural development. The use of smart agriculture has greatly promoted agricultural development. Firstly, it improves the production efficiency of agricultural products; through the use of Internet of Things, satellite remote sensing, geographic information systems and other technologies, farmers can achieve accurate monitoring and management of farmland, according to the soil fertility, crop growth and other factors, precise application of fertilisers, irrigation, medication and so on, to reduce waste and improve the efficiency of the use of agricultural resources and the quality of agricultural products. Secondly, enhance consumer satisfaction; agricultural producers use agricultural traceability system, through blockchain, big data and other technologies, to establish a full traceability system for agricultural products from the field to the dinner table, and consumers can obtain detailed information on the origin, planting and breeding process, processing and

ISSN: 2710-0723

transport of agricultural products through one-click scanning, etc., so as to improve consumers' trust in agricultural products. Finally, saving agricultural production costs; digital technology in the application of data acquisition, analysis and processing, can help farmers accurately monitor soil fertility, humidity, meteorological conditions, and then according to the actual needs of the crop, precise control of irrigation water, fertiliser, to ensure that energy, water resources such as fertiliser and other scientific and rational allocation of resources and the full use of resources, and thus reduce the cost of water, electricity, fertiliser and other inputs. In short, the use of intelligent agricultural production mode can help improve agricultural production efficiency, promote the rational use of resources, save agricultural production costs, improve agricultural economic efficiency, and promote the sustainable development of agriculture.

3.2. Digital Rural Tourism Mode

Through the combination of digital technology and rural tourism mode, on the one hand, tourism resources can be shared; through the Internet technology, the natural landscape of the countryside, historical and cultural relics, folk customs can be demonstrated with the help of the network, tourists do not have to leave their homes, can be immersed in the countryside to feel the charm of tourism, and through the use of Internet equipment, scenic spots can provide tourists with online booking, intelligent tours, voice instructions, etc. One-stop intelligent tourism services to enhance the tourist experience, thus attracting more tourists to visit the field. On the other hand, it promotes the development of tourism resources. By combining digital technology and rural tourism resources, the government is able to innovate the form of rural tourism, improve the popularity and competitiveness of rural tourism by tapping and cultivating the characteristic brands of rural tourism, and launching personalised tourism routes and products, such as lodging experiences and characteristic festivals. In addition, it can also launch online and offline integration of tourism products, such as the development of rural-themed online cultural experience classes, rural music festivals, rural libraries and other tourism resources, to enrich the way of tourists' tourism experience, meet the needs of different groups of tourists, and further expand the rural tourism market.

3.3. Digital Rural Governance Model

China's rural governance model type has the characteristics of '3+N', 3 refers to the party organisation leadership, the foundation of villagers' self-government, the rule of law guarantee, N refers to a variety of other new governance elements as a supplement. The digital empowerment of rural governance is precisely in line with the connotation of N. On the one hand, the use of modern information technology, such as big data, can be used to improve rural governance. On the one hand, the use of modern information technology, such as big data, the Internet of Things, artificial intelligence, etc., to provide digital means for rural governance, improve the efficiency and accuracy of governance. For example, building a digital platform for rural governance, realising village information disclosure, online office work, intelligent security monitoring and other functions, grasping rural dynamics in a timely manner, optimising resource allocation, promoting the modernisation and development of rural governance, letting the information run more and the villagers run fewer errands, and enhancing the scientific and timely nature of rural governance. On the other hand, the use of sensor networks in the countryside soil, water quality, air and other environmental indicators for real-time monitoring, data transmission to the environmental protection platform, accurately grasp the environmental situation, such as through data analysis and timely discovery of agricultural pollution, river pollution and other issues for environmental protection measures to provide a basis for the development of the construction of a beautiful countryside. In short, digital empowerment of rural governance is consistent with the governance connotation in line with the N on the basis of enhancing the scientific nature of rural

ISSN: 2710-0723

governance, promoting the modernisation of rural governance, and further enhancing the level of rural governance.

3.4. E-commerce-driven Industrial Integration Mode

E-commerce-driven industrial integration mode is an innovative mode that takes e-commerce as the core driving force and promotes the interpenetration and synergistic development of different industries in the countryside, and it promotes industrial integration in a variety of ways. Firstly, the integration of e-commerce and agriculture; the e-commerce platform breaks the geographical restriction of the traditional agricultural products sales, so that the agricultural products can be directly connected to the national and even global markets. Farmers sell agricultural products through network channels, not only increase sales channels, but also according to market feedback timely adjustment of planting or breeding varieties, scale, and improve the added value of agricultural products. Secondly, the integration of e-commerce and tourism; e-commerce platforms have become an important sales channel for rural tourism products, attracting tourists to make reservations by displaying the natural scenery of the countryside, folk culture, special lodgings and other tourism resources online. At the same time, online tourism marketing activities, such as the introduction of tourism packages, coupons, etc., can also be carried out. In order to increase the attractiveness of tourism and also promote the sales of products supporting tourism, in the process of tourists booking tourism products, the e-commerce platform can recommend and sell rural characteristics of agricultural products, handicrafts and so on as a tourist souvenir, to further promote the sales of agricultural products and handicrafts, and to achieve the synergistic development of the industry. Finally, the integration of e-commerce and rural processing industry. With the big data analysis and marketing tools of e-commerce platforms, the rural processing industry is able to build its own brand and enhance brand awareness. Through precise marketing, the brand is pushed to the target customer groups, strengthening the brand building and promotion capabilities and improving the market competitiveness of the products. Driving industrial integration through e-commerce can promote the transformation and upgrading of the industrial structure, drive the development of the rural economy, and help revitalise the countryside.

4. Digital Village Development Strategies and Countermeasures under the New Quality Productivity

4.1. Improving Digital Infrastructure Construction

Improving the construction of digital infrastructure is the core link in promoting the construction of digital villages empowered by the new quality productivity. In order to better promote the process of China's digital village construction, villages should make reasonable use of the new quality productivity to promote the popularity of digital infrastructure construction. Firstly, upgrading rural digital infrastructure; firstly, we should accelerate the construction of traditional hardware such as network information infrastructure, and on the basis of ensuring basic network coverage and stable power supply, we should carry out digital and intelligent transformation and upgrading of the original information network, and promote the construction of 5G network. Secondly, digital transformation of traditional infrastructure such as water, electricity, gas, etc., combining it with digitalisation, enhancing its resource utilisation efficiency, and deepening the digital transformation of rural areas. Second, optimise the layout of digital infrastructure. On the one hand, promote the further layout of digital technologies such as 5G, artificial intelligence, and Internet of Things in rural areas, create a rural data sharing platform, promote urban-rural information communication, exchange and cooperation, and resource sharing, and narrow the urban-rural digital divide. On the other hand, relying on digital technology, we will build an ‘Internet of Things + Agriculture’ integration platform, use

ISSN: 2710-0723

Internet of Things technology, develop smart agriculture and e-commerce with goods, and promote the process of agricultural modernisation and digitalisation, so as to accelerate the pace of digital rural construction. Third, expand the application of digital technology in the field of basic information facilities. In addition to vigorously promoting the widespread application of the Internet platform in the countryside, we should also make use of new digital technologies such as the construction of smart logistics facilities, the development of smart tourism resources, smart energy management, etc., to create a smart countryside and a modernised countryside, to improve the overall level of digital services in the countryside, to deepen the digital transformation of the countryside, and to accelerate the process of China's digital countryside construction. Through the above measures, we can effectively cross the digital divide, optimise and enhance the digital infrastructure in the countryside, and provide a solid foundation and strong impetus for the innovative development of digital village construction.

4.2. Increase the Training and Introduction of Digital Talents

Digital talents are an important driving force to promote the construction of digital villages. From the point of view of the current development situation in China, the problem of mismatch between the supply and demand of digital talents in the countryside is particularly prominent, and has become one of the important obstacles to the construction of digital villages. Therefore, the cultivation and introduction of digital talents is an inevitable move to promote the construction of digital villages.On the one hand, the government can organise and carry out new media technology, data analysis, e-commerce operation and other digital-related training courses to increase the villagers' use and understanding of digital, and at the same time, we should also pay attention to the cooperation with educational institutions, rural schools and professional education and training institutions, colleges and universities to cooperate, the introduction of high-quality digital education resources, so that the students can enjoy advanced digital education services, enhance the overall digital literacy level of the students. On the other hand, the government can make a series of concessions to the students. On the other hand, the government can attract digital talents to work in the countryside by formulating a series of preferential policies, such as providing housing subsidies, living allowances, tax concessions, etc., and for talents who are willing to root in the countryside for a long period of time, it can also provide assistance in terms of children's education and employment for their family members; in addition to this, the government and the relevant personnel can publicise the opportunities and potentials of digital development in the countryside through a variety of channels. Using social media, posting forums, employment recruitment and other platforms, the prospect of rural digital development and the characteristic advantages of the countryside can be demonstrated to attract the attention and commitment of digital talents. Through these initiatives, we can promote the cultivation and introduction of rural digital talents and provide talent support for better construction of digital villages.

4.3. Accelerate the Integration of Digital Technology and Industry, and Promote the Transformation and Upgrading of Industrial Structure

The new quality productivity empowers the construction of digital countryside, not only to promote the transformation and upgrading of the technical level of the countryside, but also the transformation of the production and development mode of the countryside. Therefore, accelerating the integration of digital technology and industry, and promoting the transformation and upgrading of industrial structure is an important part of digital village construction. Firstly, it is the upgrading of the rural innovation chain. With the strong support of digital technology, we make every effort to promote the upgrading and transformation of traditional industries. For example, the combination of e-commerce and agriculture; e-commerce platform can not only break the traditional geographical restrictions on the sale of agricultural products, so that agricultural products can be directly docked to the national and

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even global markets, but also use live streaming with goods, short video marketing, etc., to broaden sales channels, in which the production, packaging, transport, etc. throughout the entire sales process, and through the use of production and packaging, and can further drive the agricultural products processing , packaging, logistics and other upstream and downstream industries to promote the extension of the industrial chain. Secondly, the expansion of the rural industrial chain. On the one hand, it is necessary to pay attention to and actively promote the development of rural tourism. Combine digital technology with tourism, such as the development of rural tourism APP, providing online booking, intelligent guide, voice explanation and other functions, so that tourists can perceive the charm of rural tourism in advance. At the same time, digital transformation of rural lodgings is carried out to improve the digital infrastructure of lodging housing and transport, providing tourists with online booking, intelligent check-in, intelligent parking and other functions to improve the visibility and satisfaction of rural tourism, thus further promoting the development of rural tourism. On the other hand, the development of rural digital cultural industry. One is to combine cultural heritage with creative products and develop digital cultural creative products with rural characteristics, such as digital collections and digital customisation of handicrafts, which not only promotes the protection and utilisation of cultural heritage, but also promotes the development of rural cultural industry. Secondly, it is to build cultural facilities such as rural libraries and digital cultural halls to further create a strong rural cultural atmosphere and cultivate digital cultural talents. Through these initiatives, not only can we enrich the spiritual and cultural life of rural residents, but also attract tourists and promote the integrated development of industries. In short, the construction of digital countryside to accelerate the integration of digital technology and industry, thereby promoting the transformation and upgrading of industrial structure, thus further improving the supply structure, to provide a strong impetus for the construction of digital countryside support.

4.4. Strengthen Policy Guidance and Support

Policy support is to promote the new quality of productivity to empower the construction of digital countryside is a key link. Therefore, it is necessary to formulate and improve relevant systems and measures to provide effective support and macro-guarantees for the construction of digital villages. First, improve the policy system. On the one hand, comprehensive and targeted digital village policies and regulations should be formulated, covering various aspects such as digital infrastructure construction, digital industry cultivation, data security and privacy protection. For example, special market supervision and quality assurance policies have been introduced for rural e-commerce to regulate the transaction process, eliminate digital hazards, form a reasonable and orderly market order, and provide a safer and more convenient transaction platform for rural e-commerce development. On the other hand, the establishment of a policy coordination mechanism, so that the policies of agriculture and rural areas, economic and information, finance and other departments are interlinked and play a common role. Second, provide financial support. First, set up special funds for digital villages. Use these funds to improve the basic network facilities of the digital countryside, such as laying broadband networks and building 5G base stations, to ensure the coverage and smoothness of the network in rural areas, and to provide the necessary basic conditions for the subsequent digital services and applications. Second, increase capital investment. Attract more social capital to participate in the construction of digital villages. For example, the government has given initial financial support to some digital agriculture projects, so that enterprises can see the prospects of the project and the government's determination, which in turn drives enterprises to invest in capital for technological research and development, equipment purchases, etc., forming a good situation of government guidance and multi-party participation. Third, improve the science and technology innovation reward system. Introduce policies for the introduction of talents, and for talents willing to take root in the countryside for a long

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period of time, provide housing subsidies, living allowances, tax incentives and other initiatives, and also provide assistance in children's education, employment of family members, etc., so as to attract digital talents to work in the countryside. Individuals and teams who have made outstanding contributions to the construction of digital villages are given honourable mentions and material rewards to stimulate their enthusiasm to invest in the construction of digital villages, so as to further enhance the scientific and technological innovation capacity of villages and promote the comprehensive revitalization of villages.

5. Conclusion and Suggestions

In summary, digital village construction, as an effective way and solid guarantee for rural revitalisation and high-quality economic development, has made certain achievements while still facing many challenges. On the one hand, there are still large shortcomings in digital infrastructure construction, with unstable network signals and slow broadband speeds in some remote villages, which seriously constrain the further expansion of digital services and applications; on the other hand, the lack of digital talents makes it difficult for advanced digital technologies to be fully and effectively applied and promoted in rural areas. At the same time, the unreasonable industrial structure, low degree of digitisation, as well as the strength and precision of policy guidance and support need to be strengthened and other issues are also hindering the pace of digital village construction to varying degrees.

New quality productivity as a more integrated, more reflective of the new connotation of productivity in the digital era, it is free from the traditional economic growth model, productivity development path, with high-tech, high-efficiency, high-quality characteristics. New quality productivity through digital technology, digital governance, digital talent cultivation and other aspects of empowering the construction of digital countryside, to promote the transformation and upgrading of rural industrial structure, modernisation of agriculture and rural areas, and further enhance the level of rural governance. Only by further integrating the new quality productivity with digital rural construction, applying and implementing the path of digital infrastructure construction, increasing the cultivation and introduction of digital talents, promoting the transformation and upgrading of the industrial structure, and strengthening the policy guidance and support can the new quality productivity play a key role in digital rural construction, further promote the process of digital rural construction, and help the comprehensive revitalisation of the countryside.

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