

# Opportunities and Challenges of Rural Old-age Industry under the Background of Rural Revitalization

*Ma Xin*

School of Politics and Public Administration, Yunnan Minzu University, Kunming, Yunnan, 650504, China

## *Abstract*

China is a traditional agricultural country with a large proportion of rural population. How to solve their pension problem is a big problem for our government, and it is also a problem related to the prosperity, stability and long-term stability of our country. Therefore, the author evaluates and analyses the rural old-age industrial structure according to the goal and value system of the adjustment of the rural old-age industrial structure. In the context of rural revitalization, research on the opportunities and challenges of the rural pension industry. Therefore, some suggestions for improving the pension problem are put forward. The study found that promoting agricultural modernization, the development of old-age industrialization, and strengthening rural old-age infrastructure construction can effectively improve rural old-age care, and rural economic development has greatly helped.

*Keywords: Rural Revitalization Background; Rural; Pension Industry*

## 1. INTRODUCTION

With the continuous deepening and development of China's economic system reform, China's rural areas have entered a new historical period [1]. China is a big agricultural country. Due to social history, the problem of old-age care for the elderly in rural areas is more difficult than that of urban elderly [2]. In a complete sense, the problem of old-age care for the elderly should be composed of three aspects: First, the economic security of the elderly (including hunger, food, cold, and illness). Second, good care can be obtained in life [3]. The third is spiritual satisfaction (old and happy). Deputy dean of the National Development Research Institute, which studies the process of population aging in China for a long time, believes that the current problem is the lack of social services related to aging [4]. Especially in view of the serious shortage of social supply of health care services and life care services for the elderly, and the high poverty rate of the elderly population, especially in rural areas [5]. As far as the actual situation of our country is concerned, it is not yet necessary to integrate the rural elderly into the government pension system in an all-round way, mainly depending on the elder generation. It is difficult for Rural Revitalization to continue with the traditional small-scale peasants. It needs the modernization of agriculture and the comprehensive construction of industrial system, production system and management system. More importantly, we need the extensive implementation of moderate scale management, the extension of the agricultural industry chain, the deep integration of primary, secondary and tertiary industries, and the promotion of the ecological and natural value and economic value of agriculture.

Farmers will become an enviable occupation. For a long time, farmers have been labeled with special labels. Modern new peasants will become a decent occupation [6]. Rural green development, including both agricultural green development and ecological environment protection, not only requires rural beauty in the environment, beauty in the ecosystem, beauty in civilization, but also puts forward higher requirements for rural cultural atmosphere and folk customs [7]. However, at present, filial piety in rural areas of China is facing a declining trend, and the practice of filial piety has encountered various challenges. It's not just "feeding alone". Rural areas have gradually changed the production pattern of single agriculture and single planting industry in the past, and developed in many directions and at different levels [8]. However, according to the basic national conditions of our country, it is impossible to achieve this goal in a short period of time [9]. Family pension has been in line with the situation of rural

development in China for a long period of time. However, factors such as changes in family structure, accelerated aging process, large labor outflows and changes in farmers' concept have raised many challenges to this family pension model [10]. The development of China's pension industry has a unique style in the Chinese market. It is necessary to fully consider the emotional needs of the elderly for the family, for the children and for themselves, rather than simply raising the material level. Therefore, the rural "ageing" problem discussed in this article focuses on the first aspect, namely, the minimum living security, which is the top priority in solving rural pension problems.

## **2. THE CURRENT SITUATION AND EXISTING REASONS OF RURAL PENSION INDUSTRY**

Family pension has a long history in China. It can last for thousands of years in China, and it must have its special reason: the cost of family pension is low. The group feelings formed by the elders and older generations have a strong protection function. Family pension can give the elderly a spiritual comfort Ltd is very optimistic about the prospects of domestic pension real estate, and believes that this will be a new growth point for the commercial real estate industry. Based on realistic conditions, the optimization and adjustment of rural industrial structure should grasp the favorable opportunity of economic reform, adapt to local conditions, learn from each other's strengths, and give full play to local advantages. At the same time, we should select leading industries and vigorously develop effective non-agricultural industries to promote the stable growth of rural economy in the region. Family pension is the most important way in rural areas. The content of filial piety embodies the characteristics of gradual progress from low to high, among which parenting is the minimum requirement and starting point. New peasants are modern technicians with knowledge, and they are also good managers. It is not a traditional farmer who only depends on manual farming, but a professional who will use modern science and technology to develop modern agriculture. Under the background of rural revitalization, it is of great significance to analyze the green development of agriculture and countryside in order to promote and realize the sustainable development of agriculture and countryside in China.

In 2005, the Fifth Plenary Session of the Sixteenth Central Committee of the Communist Party of China put forward the concept of "building a new socialist countryside", which defined the new rural connotation of "production and development, well-off life, rural civilization, clean and tidy countryside, democratic management". In the future, the countryside will be a beautiful home to live and work in peace and contentment, instead of the traditional countryside. In some rural areas, when parents are old and unable to work, a considerable part of their children can fulfill their duty of support and provide certain funds to ensure their parents' basic living needs such as clothing, food, housing and transportation. That is to say, to achieve the "only support" level. Tends to "no support". Although social endowment is the development direction of rural endowment in China, it will not play a very important role for those who want to enter the old age in the next decade or two. Under the current economic level and traditional culture mode, family pension is still the mainstream pension method in rural areas of China. The low income of farmers and the low standard of living have always been the key problems that plague the rural economic development. The reasons for this phenomenon are many, but the root cause is the low average labor productivity in rural areas. This shows that the support of children has a certain position in the urban elderly, but it plays an important role in the countryside. Under the conditions of market economy, these three rural ways of providing for the elderly are facing severe challenges. The countermeasures should be designed to prevent and overcome the filial piety in rural areas of China, so that the rural elderly can complete the journey of life in a decent and safe manner.

## **3. CHALLENGES FACED BY RURAL PENSION INDUSTRY**

In the traditional big family, several generations live together and enjoy themselves. However, in recent years, due to various factors, this traditional industrial pension system has encountered unprecedented difficulties and challenges. At present, rural economic development is relatively backward, and the adjustment of industrial structure should give full play to the overall advantages and local advantages of its resources, make full use of regional resources, give play to regional advantages, and improve economic efficiency. Now with the implementation of family planning and urbanization, the number of children has decreased. And those farmers who work outside the home are greatly affected by the influence of the urban environment. For example, the situation of separation is becoming more and

more common, so that the size of the family is becoming smaller and more core. With the reform and opening up and the development of market economy, different regions in China have shown different development trends. A minority of their descendants do not fulfil their duty to support their parents who have entered the stage of senility and infirmity and who have lost their means of livelihood. They are indifferent to their needs for clothing, food, shelter, transportation and medicine, so that they can spend the rest of their lives in loneliness and poverty, and slip into neglect. The inhabitants in the countryside are not necessarily pure peasants, but all kinds of inhabitants in the new era. Continuously extend the agricultural industry chain, promote enterprises to enter the park, strict environmental standards "access" to achieve agglomeration development. So as to promote the optimization and adjustment of industrial structure and develop economy.

In fact, the process of international trade in agricultural products is also the process of optimizing the allocation of agricultural resources in the global scope. A survey shows that 38% of only-child parents are most worried about their children's accidents or illness; 90% of only-child parents believe that "having only one child is not conducive to their parents' future life and old-age support." With the rapid development of cities and coastal areas, the ability to absorb foreign labor has gradually increased. At the same time, the reform of rural economic system has brought about the emergence of a large number of surplus labor force hidden in the collective mode of labor. The miniaturization of the family weakens the family's pension function, and premature separation also means that the elderly who are in poor health are facing problems such as inconvenience, inadequate care and mental distress in addition to economic support. In order to alleviate the impact of WTO entry on agriculture, the government formulated measures, issued documents, and trained cadres, and loudly put forward the idea of "grasping opportunities, meeting challenges, avoiding disadvantages, and accelerating development." Faced with this dilemma, the old people can only make their own way of making a living. For example, since the reform and opening up, the output of agricultural labor has increased continuously, which has played an important role in increasing farmers' income, solving rural surplus labor and rural urbanization. The countryside will be a wonderful place for human life, and the ecological environment is more superior to the living quarters of the city.

#### 4. CONCLUSIONS

Since the reform and opening up, while the economy has achieved good development, the impact of some bad values and moral values has also had a negative impact on some rural people. Strengthen moral education and legal construction as a means of guarantee for farmers' pension. As mentioned above, with the changes in China's rural economic structure and family structure, the number of rural nuclear families has increased and population movements have increased. Old people often do not receive care in their lives. In rural areas, it is necessary to carry a certain population to live, and it will consume a lot of energy. To ensure that the environment is not polluted by energy, green clean and environmentally friendly energy should be used. Such as the use of solar energy, wind energy (power generation), hydroelectric power, geothermal, waste utilization, etc. At many levels, propaganda posters, environmental science popularization and other forms are used to publicize new development concepts and knowledge in a popular language and a way close to life, and environmental experience introduction and villagers' exchange activities are carried out. Strengthen residents' concept of green development, and enhance residents' sense of pride and honor in building beautiful countryside. In this case, we should vigorously advocate the fine tradition of neighborhood mutual assistance, so that the elderly in rural areas and the elderly without children around them can get the necessary help in their daily diet and living. In a word, we should correctly understand the challenges faced by rural family pension, actively play the positive role of family pension, solve the problem of rural elderly pension, and provide strong guarantee for solving the problems of agriculture, countryside and farmers and building a well-off society.

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