

# The Progressive Path of Industrial Revitalization Driving Common Wealth in the Context of Rural Revitalization - An Examination Based on S Village in Guangxi

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## Abstract:

Achieving common prosperity for all people is the essential requirement of socialism and an important feature of Chinese modernization. Promoting farmers' income is not only the central task of the "three rural areas" work, but also the key to promote common prosperity. Industrial revitalization, as the first priority of rural revitalization, is an important support for the economic and social development of the countryside, and in recent years, industrial revitalization has provided a way for villagers of village S to get rich, despite its weak development foundation and poor conditions. The article develops along the idea of "logic - obstacle - progressive path", focuses on the key point of people-oriented and farmer-oriented, and discusses "people + characteristics + culture + digitalization". Focusing on the key point of people-centered and farmer-oriented, the article explores the "people + characteristics + culture + digitalization" rural industry revitalization-driven common prosperity development model, with a view to promoting the effective connection between poverty alleviation and rural revitalization, and helping industrial revitalization-driven common prosperity to achieve the goal.

## Keywords:

Rural Revitalization, Industrial Revitalization, Common Prosperity, Progressive Paths

## 1. Presentation of the Problem and Literature Review

It is pointed out in the report of the 20th Party Congress that "Chinese-style modernization is the modernization of common wealth for all people, and the pursuit of common wealth is the essential requirement of Chinese-style modernization." [1] Rural revitalization is the essential requirement of socialism with Chinese characteristics and an important way to realize common wealth, and to realize rural revitalization, the key is to revitalize industries. Industrial development is both the material foundation of agricultural and rural development, and the driving force and carrier of urban-rural economic exchanges and factor flows, determining the process

of rural agricultural modernization. In recent years, Guangxi S village actively explore the village governance model of villagers' happiness, prosperous industry, flourishing culture and excellent governance, relying on the jasmine industry, exploring a unique and effective industrial revitalization road, and promoting the process of common wealth in the village. Industrial revitalization is the primary task and focus of the implementation of the strategy of rural revitalization, and it is the foundation and guarantee for villages to achieve ecological livability, civilized rural culture, effective governance and affluent life. Therefore, how industrial revitalization drives common prosperity in the context of rural revitalization has become a proposition of the times that needs to be explored in Chinese villages.

Regarding industrial revitalization to drive common wealth, academics have mainly studied the industrial system, rural tourism, and industrial funds. Zhao Yan et al. (2022) promote the high-quality development of featured agriculture and accelerate the realization of common wealth in the countryside by adhering to the “four Xingnong” orientation of assisting farmers to revitalize production, the “five development” direction of industrial development, and the optimization of the structure to improve the industrial system, etc.; [2] Shen Shizhan et al. (2022) believe that the population anti-siphon effect of rural tourism, economic boosting effect and infrastructure driven effect can form an effective interface with the rural revitalization strategy, and promote the smooth realization of the rural revitalization strategy; [3] Xie Wenwu et al. (2023), Fu Qiaoling et al. (2022) believe that inclusive finance can significantly increase the disposable income of farmers, but there is heterogeneity among different regions, and to promote the comprehensive revitalization of the countryside, it is necessary to effectively play the digital inclusive finance, and to promote the comprehensive revitalization of the countryside., need to effectively play the role of digital inclusive finance. [4,5] In addition, scholars' research on industrial revitalization to drive common wealth also involves human resource services [6] , urban-rural integrated development, [7,8] east-west collaboration [9], and scientific and technological innovation [10].

In summary, there are more studies on industrial revitalization to drive common wealth, but from a single perspective, mainly through the industrial system, rural tourism, industrial funds, digital financial inclusion and other aspects to help rural industrial revitalization, improve farmers' income and promote common wealth. However, few scholars have combined people, characteristics, culture and digitalization as an analytical framework to promote rural revitalization through the linkage and interaction of the four. In view of this, the article takes “people” as the starting point, conducts research around Guangxi S village, constructs the industrial revitalization model of “people + characteristics + culture + digitalization”, and explores the realities of industrial revitalization to drive the common prosperity with the help of the excellent model of rural industrial revitalization in foreign countries. With the help of excellent models of industrial revitalization in foreign villages, we will explore the reality of industrial revitalization to drive common prosperity, put forward targeted countermeasures, and provide new ideas for industrial revitalization to drive common prosperity.

## **2. Internal Logic of Common Prosperity Driven By Industrial Revitalization**

Common wealth is the essential requirement of China's socialist society, and it is also the centralized embodiment of the CPC's “people-centered” development

philosophy. The revitalization of the countryside is the general grasp of the “three rural issues” in the new era. [11] What is rural revitalization? Rural revitalization includes industrial revitalization, talent revitalization, cultural revitalization, ecological revitalization, and organizational revitalization. Among them, industrial revitalization is the primary task and focus of the implementation of the rural revitalization strategy. Although industrial revitalization does not directly refer to the common wealth, it plays a fundamental and decisive role in the common wealth. Therefore, industrial revitalization is the necessary way to common prosperity, and it is also an important part of common prosperity.

### ***2.1. Industrial revitalization is an important way to promote common wealth***

The report of the 19th CPC National Congress points out that “the issue of agriculture, rural areas and farmers is a fundamental issue related to the national economy and people’s livelihood, and we must always take the solution of the ‘three rural’ issue as the top priority of the work of the whole party”. This shows that the implementation of rural revitalization strategy is to achieve the goal of building a moderately prosperous society in all aspects, the realization of the common wealth of all the people, but also points out the path and direction of the realization of the common wealth of all the people, to gradually narrow the gap between urban and rural areas to provide policy support for the development of the gap. The first and foremost of rural revitalization is industrial revitalization, and common prosperity also implies the comprehensive revitalization of the countryside, i.e., industrial revitalization is one of the necessary conditions for common prosperity. Industrial prosperity is the only way to promote the realization of healthy and sustainable development in the countryside that emphasizes both quality and efficiency by fully leveraging the power of rural industrial development. [12] Therefore, accelerating industrial revitalization is not only an important hand in implementing the work of “Three Rural Issues”, but also an important support and inevitable choice to promote the realization of common wealth and lead the high-quality development of the countryside.

### ***2.2. Common prosperity is the goal and requirement of industrial revitalization***

Common prosperity is the millennium dream of the Chinese nation and the solemn promise of our Party to the people. Common wealth can provide goal guidance and action guidelines for industrial revitalization, and the ardent expectation and continuous pursuit of common wealth by the vast number of farmers is the constant driving force for industrial revitalization. Common wealth has two basic meanings: one is “rich”, that is, to realize the significant improvement of people’s living standards; the second is “common”, that is, the degree of inequality is reduced. [13] The development direction of rural industrial revitalization should closely grasp the two key measures of “common” and “affluence”. [14] 2020 Central Document No. 1 and the Strategic Plan for Rural Revitalization both make the promotion of farmers’ common prosperity an important goal. 2021 Central Document No. 1 specifically states that “the 14th Five-Year Plan” is to promote the development of the countryside and the development of the countryside. Document No. 1 of the Central Committee in 2021 specifically pointed out that during the 14th Five-Year Plan period, “we must better solve the problem of unbalanced and inadequate development in urban and rural areas, and push forward the realization of common prosperity”; Document No. 1 of the Central Committee in 2022 further put forward the new objective of “solidly pushing forward the development of In 2022, the No.1 document of the central

government further put forward the new requirement” of “solidly promoting common prosperity”, and in 2023, the No.1 document of the central government proposed for the first time to accelerate the construction of “a strong agricultural country” and “consolidate and expand the results of poverty alleviation”. This points out the way forward and provides a fundamental guideline for us to adhere to the correct direction and goal of rural development in comprehensively promoting rural revitalization. Common wealth is a process of gradual realization, gradually advancing from the specific strategic deployment, so this process of concretization provides the forward goal and direction requirements for industrial revitalization.

### ***2.3. There is a consistency between industrial revitalization and common wealth in essence***

The essence of industrial revitalization is to return to and transcend rural China, narrow the gap between urban and rural areas, and realize the modernization of agriculture and rural areas; the essence of common wealth is the common wealth of all people, including both cities and villages, and industrial revitalization is the comprehensive revitalization of all people. Both of them are based on solving the outstanding contradictions and problems in China’s economic and social development, and are important contents of the construction of socialism with Chinese characteristics in the new era, which show a high degree of consistency in goals and realization paths. In terms of objectives, there is a high degree of compatibility between common prosperity and industrial revitalization: first, both have perseverance and courage, and both are ready for a long war; second, both need the government, the market, the community and individuals to work together; third, both emphasize people-centeredness, and promote the common prosperity of all people. In the realization of the path, industrial revitalization and common wealth need to be through the market, the government, society, citizens, multi-power synergy, in which the most important subject is people. In China, the hollowing out and aging of the population in rural areas are more serious than in the central and eastern regions, and those who stay in the countryside are mainly the “3-8”, “6-1” and “9-9” troops. There is a shortage of agricultural labor, a low level of education and culture, and a lack of industrial development in the countryside. [15] Pulling the bull to pull the bull's nose, in the “people” this core, industrial revitalization not only to enhance the quantity, but also in the quality of the promotion. Industry-driven common wealth of all levels are centered around the rural people, the core is “people”, the main line is “people, characteristics, culture and digital empowerment”, in view of this, this paper intends to build a rural area “people + characteristics + culture + digital”. In view of this, this paper proposes to construct the “people + characteristics + culture + digital” model of industrial revitalization and common prosperity in rural areas .

## **3. Case Presentation: Industrial Revitalization-Driven Common Wealth Practice, Obstacles, and Foreign Experience In S Village**

### ***3.1. The Practice of Industrial Revitalization Driving Common Wealth in Village S***

General Secretary Xi Jinping has made a major strategic plan to promote common prosperity, which is an important guideline for the work of the “Three Rural Issues” in the current and future periods. Under this important instruction, the majority of rural areas have carried out vigorous experiments to promote industrial revitalization and realize common prosperity. The article takes S village in X town of Guangxi in the

western region as an example to discuss the village's practice of driving common prosperity for industrial revitalization. In recent years, S village combined with local characteristics of agriculture, give full play to the comparative advantages, to carry out homes, fields, industrial parks, ecological parks, "four parks co-management" as a hand, and actively explore the villagers happy, industrial prosperity, culture, governance, the road of rural development, the countryside industry construction has made more outstanding achievements, selected as the national rural characteristics of industry The village has made outstanding achievements in the construction of rural industries, and has been selected as a village of 100 million yuan in national rural characteristic industries, an excellent pilot village for the integration of rural revitalization reform in Guangxi, and a featured case of the year of "Magnificent Guangxi - Rural Revitalization", which has provided experience for rural revitalization of the whole region and even the country. [16]

### ***3.1.1. People-oriented to promote industrial revitalization***

The key to good rural governance lies in the people. In the past few years, with the young and strong labor force regularly going out to work, the "three more and three less" characteristics of the population of S village have become more and more obvious: the old, the weak, the sick and the disabled are more, the strong labor force is less; the female is more, the male is less; the less educated are more, the less educated are more. In order to get rid of this status quo, Village S has implemented the "assisting college students to return to their hometowns to start their own businesses", which provides paid internships for college students during their summer and winter vacations, so that young people can learn about the village planning and participate in it; and provides subsidies for graduated or soon-to-be-employed college students to start their own businesses in their hometowns and links them to the honorary "Star Families", so as to attract young people to participate in village planning. The village has also provided financial subsidies for graduated or soon-to-be-employed college students to start their own businesses in their hometowns, and linked them with the honor of "star family", so as to attract knowledgeable and skilled young people to return home. Secondly, we emphasize and cultivate talents. Village S currently spends money to hire four agricultural technicians and two managers from outside the district to reside in the village, providing technical and road guidance for the village's agricultural development and rural governance. By attracting talents in quantity and quality, it provides talent guarantee for industrial revitalization.

### ***3.1.2. Characteristic development to boost industrial revitalization***

Industrial revitalization is the key to rural revitalization, only when the industry is developed can farmers increase their income, jasmine industry is the pillar industry of Village S. Village S, firstly, by virtue of its environmental resource advantages and long history of cultivation, introduces advanced planting technology to improve jasmine production, as of 2022, the jasmine planting area of Village S is about 26,000 mu, with an annual output of 14,000 tons, and its output has been maintained for many consecutive years as the No. 1 village of the country, and through the Through the rising unit price of jasmine flowers, the whole village has realized a stable income from jasmine flowers. Secondly, the village gives full play to the advantages of its specialty industries and develops the "tourism + industry mode" by virtue of its status as the "Hometown of Jasmine in China", the "Jasmine Capital of the World" and the "Jasmine Town of China". Jasmine town" title to develop jasmine cultural tourism,

which is located in the village of S “Chinese Jasmine Garden” in the creation of national 4A-level scenic spots to make substantial progress, for the development of the jasmine industry to give new momentum.

### ***3.1.3. Cultural synergy for industrial revitalization***

Cultural revitalization is the soul of rural revitalization. In recent years, with the continuous promotion of rural revitalization strategy, S Village has relied on the resource advantages of the village, focusing on culture and tourism to empower rural revitalization. First, to seize the contemporary demand for cultural consumption, digging local jasmine culture, promote jasmine international cultural tourism ecological recreation town project, Zhou Shunlai cultural industrial park project construction, tea museum, jasmine park and a series of tea culture tourism products are also in the process of construction and improvement. Secondly, in order to cater to the preferences of young people in pursuit of trends, well-known designers have been hired to design jasmine tea packaging and develop jasmine-related cultural and creative products, so as to open up the young people's consumer market and expand the target consumer groups.

Village S is boldly innovative in jasmine cultural construction, exploring the road of jasmine cultural tourism development, with a view to industrial revitalization to seek greater development breakthroughs.

### ***3.1.4. Digital Empowerment Boosts Industrial Revitalization***

Digital empowerment is a lubricant for industrial revitalization, and Village S has taken the introduction of digital technology as an important breakthrough to promote the revitalization of the jasmine industry. First, relying on the financial and technical support of the municipal government, the village took the lead in introducing the “digital jasmine” platform as a pilot project, effectively integrating jasmine planting, production and sales of the whole industrial chain of participants, giving full play to the advantages of its intelligence and convenience, and boosting the high-quality development of jasmine industry clusters to realize the production of jasmine flowers accounted for 80% of the country's total output, accounting for more than 60% of the world's total. [17] The second is to actively cooperate with the county departments to carry out the construction of informationization of the whole industrial chain of key agricultural products, the construction of digital agricultural parks, the construction of rural circulation service system, and to make full use of the advantages of the Internet to carry out the “e-commerce+publicity” and “e-commerce+marketing” modes, so as to increase the sales and marketing of jasmine products. sales and popularity of jasmine products. Relying on the advantages of Internet development, the prefecture-level city to which S Village belongs has been selected as a typical case for the exploration and practice of the Digital Village Construction Guide 1.0, so as to help revitalize the countryside with digital empowerment, and drive agricultural efficiency and farmers' income.

Through the implementation of the “four gardens of common governance” and the introduction of modern digital technology, Village S has achieved a great breakthrough in people, characteristics, culture and digitalization, which has strongly promoted the process of industrial revitalization in the village and provided lessons for other villages, but many obstacles have emerged in the process of promoting the experience.

### ***3.2. Realistic obstacles to industrial revitalization driving common prosperity in Village S***

S Village is located in the southwestern border ethnic minority settlement, and its industrial development will be affected by the economic development conditions of the region. In order to realize industrial revitalization and promote common prosperity, S Village still has many practical obstacles in terms of population, characteristics, culture and digital development.

#### ***3.2.1. Serious problem of population “trivialization” and shortage of high-quality talents***

China has got rid of absolute poverty, but a certain proportion of the rural population may still return to poverty for various reasons. Through the survey, S village population aging, hollowing out and women and children are more serious, the lack of talent has become a constraint on the revitalization of its industry short board. First, the lack of “farmers”, S village labor output is large, young and middle-aged groups “away from home, home, away from the land” is still prevalent, “no young people farming” phenomenon is more common. Secondly, the lack of “capable people”, S village cadres of the two committees are older, there is a “no one in the organization, there are no combatants” problem, the lack of new ideas in industrial development, even if there is a village secretary, the villagers will be regarded as “even if there is a resident secretary, the villagers will regard him as a “foreigner”.

#### ***3.2.2. Relatively low level of development of specialty industries and lack of brand influence***

The pillar industry of S Village is mainly the jasmine tea industry. In addition to the prefecture-level city to which Village S belongs, China’s well-known jasmine production areas include Fuzhou in Fujian, Jinhua in Zhejiang, and Emeishan in Sichuan. Fujian has always been famous for its tea; Jinhua, Zhejiang Province, jasmine tea, green tea as tea blanks, the whole body of the silver hair is known; Sichuan's jasmine tea as tea blanks of Sichuan green, the sense of hierarchy is richer. In contrast, the S village jasmine flowers, although well-known, but as a flower tea, compared with the famous tea-producing places, regional characteristics are not distinctive. In addition, the direction of deep processing of jasmine aromatic industry in S village is still not clear. At present, more than 80% of jasmine processing is material processing, mainly for tea merchants from all over the country processing flower tea, engaged in simple material processing business, only less than 20% is to carry out self-managed tea processing and jasmine processing, S village jasmine processing and manufacturing enterprises with jasmine flower independent brand of the number of enterprises is relatively small, the brand effect and popularity in the entire jasmine industry industry at a low level, can not be compared to Jiangsu, Zhejiang and Fujian and other regions with independent brands of jasmine products, lack of brand influence.

#### ***3.2.3. Lagging development capacity of “culture+industry” and lack of spiritual civilization***

Satisfying the needs of the general public for spiritual culture is an important part of realizing common prosperity, and is also an intrinsic requirement for farmers to be rich in the implementation of the strategy of rural revitalization. The goal of common prosperity is to promote the “comprehensive development of human beings”, and the

solution of material problems does not mean that the spiritual problems of human beings have been solved. Only when the spiritual dimension of human beings is solved can we better and more healthily promote the sustainability of industrial development. First of all, in the villagers' spiritual and cultural needs, S village, first, in the cultural work of the inputs and outputs of the gap is large, in terms of cultural facilities, the village activity center of the library is not high, few people read, training center is often used by Norway. Secondly, the supply of public cultural service products and demand asymmetry, in the library, the villagers generally welcome the agricultural science and technology, general knowledge of life, such as "practical" books less, and literature, history, such as "recreational" books, a lot of cultural support programs are the higher level of the special A lot of cultural support programs are special "caps" issued by the higher level, resulting in inaccurate targeting or duplication of waste. Secondly, in the "culture + industry" drive, S village, although vigorously promote the development of industry through tourism and culture, but the results are very little, such as the "Chinese Jasmine Garden" to build, is only in the construction of the jasmine ecological corridor, for the food required for tourism, Tour programs have not been fully developed, the tour experience is not good, not fully drive the development of the industry.

#### ***3.2.4. Insufficient driving force and execution of digital empowerment***

In the process of rural revitalization, scientific and technological innovation and technological progress is the fundamental driving force to promote the prosperity of rural industries. However, S Village, first, there are still some shortcomings in the supply of agriculture-related scientific and technological infrastructure, such as relying solely on manual jasmine picking, and the supply of scientific and technological infrastructure is insufficient. Secondly, the development of digital technology-supported agricultural technology is slow, although there is a "digital jasmine" online platform, but at present it is only used to check the price of jasmine flowers, the average daily production, etc., the development of the application is slow and single, and it fails to give full play to the role of the digital platform.

### ***3.3. Foreign Experiences in Industrial Revitalization to Drive Common Wealth***

#### ***3.3.1. Experience of the United States***

The United States is a large agricultural country and has accelerated the effective connection between agriculture and other industries by giving full play to its resource advantages and potential. First, it applies advanced production and management methods, and agricultural production is entirely mechanized on a large scale, using this production model as a replicable development path through all regions. Second, establish a highly developed and orderly rural market system, complete all kinds of production factors, and pay attention to the construction of large-scale and modernized market facilities. [18] Lastly, a diversified and comprehensive rural development protection policy should be formulated to protect the incentives of farmers. [19]

#### ***3.3.2. The Experience of Japan***

In promoting the modernization of agriculture and rural areas in Japan, the most worthwhile reference is the "six industries" put forward by Prof. Naryo Imamura of the University of Tokyo, that is, the integration and development of one, two and

three industries related to agriculture, and the encouragement of farmers to engage in a variety of business activities through the integration of industries. [20] In addition to farming, farmers are also engaged in the processing, distribution, and sale of agricultural products, as well as in secondary and tertiary industries such as tourism and sightseeing, so as to increase the income of farmers through the increase and iteration of added value. At the same time, Japan has incorporated the six sub-industries into its laws in order to vigorously promote them, protecting and clarifying the roles of industrial stakeholders through the law.

The above two big countries respectively give support to their own industrial development from talents, technology, policy guarantee, etc. Although they are not the same in terms of comprehensive national strength and national conditions, they can still provide experience for industrial revitalization in China's rural revitalization strategy.

#### **4. The Progressive Path of Industrial Revitalization Driving Common Wealth in the Context of Rural Revitalization**

Standing at the new starting point of building a moderately prosperous society in all aspects and marching towards the “second hundred-year goal”, the importance of rural revitalization has risen to a new historical height, which is related to the strategic overall situation of common prosperity. To promote common prosperity, the full development of productive forces is the key.

##### ***4.1. “People + Industry”: the source power of industrial revitalization to drive the common wealth***

The people are the mainstay of social development and the creators of history, and the revitalization of talent is the key to rural revitalization. Any aspect of rural revitalization requires human participation; economic revitalization requires professional and technical talents, social revitalization requires grass-roots governance talents, cultural revitalization requires cultural industry talents, and ecological revitalization requires talents in environmental governance. In response to the current situation of serious loss of local personnel in rural areas and the lack of foreign personnel, first of all, it is necessary to cultivate local talents with scientific and cultural qualities, and master various skills in modern agriculture. Compared with foreign talents, local farmers have more experience, and can be trained in a way that enables them to master more knowledge and skills, and to strengthen the construction of the existing talent team. Secondly, encourage and guide high-level entrepreneurs and highly educated talents to return to their hometowns for innovation and entrepreneurship, provide them with subsidies and policy support for entrepreneurship, housing, education and other related subsidies, and optimize their promotion opportunities. Finally, improve the rural cadre selection system, optimize the organizational structure of rural cadres, so that talents can be retained and used.

##### ***4.2. “Developing Characteristics + Industries”: the driving force of industrial revitalization to drive common prosperity***

Industrial revitalization is the foundation of rural revitalization, and whether farmers are rich or not is an important indicator for evaluating rural revitalization. Rural areas are vast, rich in natural resources, and have a variety of industrial characteristics. To promote the high-quality development of industries in rural areas,

first of all, it is necessary to adapt to local conditions, fully examine the characteristics of rural culture and characteristic industries, make good use of the advantages of the characteristic resources in the countryside, transform them into pillar industries in the countryside, and promote the transformation of rural characteristic industries into modern characteristic industries. [21] Secondly, promote the integrated development of rural primary, secondary and tertiary industries, establish industrial integration demonstration zones, promote the transition from traditional agriculture to modern agriculture, tap the added value of products, establish industrial brands, and form a complete industrial chain. Finally, relying on the government's support in terms of funds and policies, to provide protection for the development of rural specialty industries.

#### ***4.3. "Culture + Industry": the pulling force of industrial revitalization to drive common wealth***

Cultural revitalization is the spiritual impetus for rural industrial revitalization; a person cannot stand without spirit, and a country cannot be strong without spirit. General Secretary Xi Jinping emphasized, "Rural civilization is the main body of the history of Chinese civilization, the village is the carrier of rural civilization, and the cultivation civilization is our soft power." Religious beliefs, customs and cultures vary from region to region in the countryside, in rural revitalization, cohesion of rural spiritual and cultural kernel, the first is to explore the local characteristics of local culture, including intangible cultural heritage, special festivals, special activities, etc., to promote the culture with a local flavor; the second is to meet the spiritual and cultural needs of the villagers, such as the establishment of libraries, art museums, museums and other public cultural facilities, to enrich the villagers' spare time cultural life, to enhance the spiritual and cultural cultivation of villagers; [22] Thirdly, we should develop the rural characteristic cultural industry, combine the traditional culture with the modern tourism industry, and promote the innovation of characteristic cultural tourism development.

#### ***4.4. "Digital empowerment + industry": the inducing force of industrial revitalization to drive common wealth***

In the process of rural revitalization, digital empowerment industry is the fundamental driving force to promote the growth of rural industrial revitalization. Driven by big data, artificial intelligence, the Internet and other digital technologies, it guides the digital economy to embed itself in the economic and social life of the countryside and develops rural digital productivity. First, eliminate the digital divide and construct a mechanism for the integration of urban and rural industries. Advanced technologies, management models, and development concepts of urban secondary and tertiary industries are introduced into the countryside to realize the integrated development and complementary advantages of urban and rural industrial structures. The second is to promote the construction of informatization public service platforms and improve the social service function of industrial integration. Thirdly, it will give full play to the advantages of e-government and reconstruct the institutional mechanism of multi-sectoral coordination to promote industrial integration. Accelerate the popularization of the new mode of "Internet + government affairs" in townships and villages, connect the information resource database of grass-roots governance departments, open the green processing channel for industrial development business, realize network processing, less running and fast handling,

break the administrative barriers to industrial integration and development, improve the administrative efficiency, and promote the revitalization of industries. [23]

## 5. Conclusion and Prospect

The spirit of the 20th CPC National Congress provides a fundamental guideline and value orientation for solidly promoting rural revitalization to achieve common wealth in the new era. Rural revitalization and common wealth are the proper meaning of Chinese-style modernization, rural revitalization is the foundation for realizing common wealth, and common wealth is the value goal of rural revitalization. [24] Industrial prosperity is the prerequisite for solving all problems in the countryside, emphasizing that upgrading agriculture, prospering the countryside and enriching farmers must rely on rural industries. Starting from the logical relationship between industrial revitalization and common prosperity, the article constructs a common prosperity model driven by industrial revitalization of rural “people + characteristics + culture + digitalization”, with a view to making up for the short boards of industrial revitalization and development in rural areas, accelerating urban-rural integration and development, and helping to achieve common prosperity by providing experience and reference. In the future, rural development also needs to focus on promoting the construction of digital villages, relying on data technology to accelerate urban-rural integration and development, implementing the integration of regional coordinated development, realizing the systematization of agricultural industrial management, unimpeded transformation of digital technology into agricultural productivity channels, fully stimulating the endogenous dynamics of agricultural production, relying on the digital economy to promote the rational distribution of factors of production in the countryside, accelerating the integration of urban and rural areas, and realizing the revitalization of industries to help achieve common prosperity.

## Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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