

The Practice Logic and Lessons from Zhejiang's Green Rural Revival Program in Promoting Comprehensive Rural Revitalisation

HUANG Zuhui, FU Linlin

Abstract

After more than 20 years of continuous promotion, the connotation of Zhejiang's Green Rural Revival Program has been continuously enriched and deepened, and it needs to be observed from three perspectives: policy evolution, practice evolution, and subject evolution. The deepening of Zhejiang's Green Rural Revival Program has a multi-faceted correlation effect with rural revitalisation, which is mainly reflected in its driving effect on industrial prosperity, leading effect on ecological livability, linkage effect on rural civilisation, effective improvement effect on governance, and promotion effect on living prosperity. By summarising the practical experience of five types of rural construction under Zhejiang's Green Rural Revival Program, namely beautiful countryside, digital countryside, shared prosperity countryside, humanistic countryside, and good governance countryside, it is found that the universal experience of Zhejiang's Green Rural Revival Program lies in learning and applying the development concepts that the living environment is also a business environment, villages needs to be built and operated, public goods can be transformed into market goods, and public services should pay attention to both equality and efficiency. We should learn to apply the work methods of combining leadership attention with mass participation, planning first with dynamic optimisation, and demonstration

leading with overall promotion. We should learn to make good use of the promotion mechanism of party and government leadership, digital empowerment, and mass participation contained in Zhejiang's Green Rural Revival Program. At the same time, we need to start from a systemic perspective and focus on the word "harmony" to better reflect the harmony of the rural hard and soft environment, the diversity of rural subjects, the governance mode, and the urban-rural relationship in the county, and promote the development of livable, business friendly, and beautiful rural areas.

Key Words

Zhejiang's Green Rural Revival Program; Comprehensive Rural Revitalisation; Living Environment Governance; Village Operation