



Research on the Path and Strategy of Digital Village Construction-- Based on the Perspective of Common Wealth

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ABSTRACT:

As a high-quality development and construction of common wealth demonstration area in Zhejiang, accelerating the construction and development of digital countryside is an important path to promote rural revitalization and achieve the goal of common wealth. Zhejiang digital village construction has unique advantages and a good foundation, but there are still problems such as imperfect digital infrastructure construction, lack of rural human resources, insufficient endogenous power, unsound governance system and lack of top-level design. The article focuses on the current problems of digital village construction in Zhejiang Province and the necessity of construction, proposes the construction path from three aspects of promoting digital infrastructure construction, fostering the development of digital industries, and promoting the construction of digital rural governance system, and proposes the construction path from the aspects of cultivating villagers' digital literacy, enhancing the effect of the application of digital infrastructure, fostering the new forms of digital economy, promoting the digital transformation of industries, and optimizing the village digital management and The development strategy of digital village construction is discussed in three aspects. We hope to provide useful reference for the construction and development of digital villages in Zhejiang Province, China, and promote the realization of the strategic goal of "common prosperity".

Keywords: common wealth; digital village; construction path and strategy; rural revitalization

1. Research Background and Literature Review

Digital rural construction is accompanied by the application of networking, informationization and digitization in the economic and social development of agriculture and rural areas, as well as the improvement of farmers' modern information skills, which is not only the strategic direction of rural revitalization, but also an important content of the construction of digital China, the CPC Central Committee attaches great importance to the construction of the digital countryside. In February 2018, China issued the "Opinions of the Central Committee of the Communist Party of China and the State Council on the implementation of the strategy for the revitalization of the countryside". In February 2018, China issued the Opinions of the CPC Central Committee and the State Council on the Implementation of the Rural Revitalization Strategy, which explicitly proposed the implementation of the digital countryside strategy, making good overall planning and design, accelerating the pace of broadband network and fourth-generation mobile communication network coverage in rural areas, developing information technology, products, applications and services adapted to the characteristics of the "three rural areas", and bridging the digital divide between urban and rural areas. On January 2, 2020, the CPC Central Committee and the State Council issued the Opinions on Grasping the Key Work in the Field of "Three Rural Areas" to Ensure the Achievement of Comprehensive Well-being as Scheduled", which explicitly pointed out the need to rely on existing resources to build a big data center in agriculture and rural areas, accelerate the application of modern information technology such as Internet of Things, big data, blockchain and other modern information technology in the field of agriculture, and carry out the pilot project of the national digital countryside. on May 20, 2021. The CPC Central Committee and State Council issued "Opinions on Supporting Zhejiang's High-Quality Development and Building a Common Wealth Demonstration Zone", which further clarifies the grasp and basis for promoting common wealth at the policy and practice levels, and the goal of "common wealth for all the people" has a clear timetable and roadmap, which has formally entered the historical stage of solid advancement. The rapid development of the digital economy has led the state to make important decisions on rural construction, and the "Opinions of the CPC Central Committee and State Council on Doing a Good Job of Comprehensively Promoting the Key Work of Rural Revitalization in 2023", as the 20th central No. 1 document guiding the work of the "Three Rural Issues" since the 21st century, puts forward the in-depth implementation of the Digital Rural Development Initiative, promotes the research and promotion of digital It proposes the in-depth implementation of digital rural development actions, promoting the research and development and promotion of digital application scenarios, accelerating the application of big data in agriculture and rural areas, and promoting the development of smart agriculture^[1], which makes it clear that the construction of digital countryside is an important way to promote rural revitalization and achieve common prosperity.

As a digital powerhouse in China, Zhejiang Province has always been at the forefront of digital economic development, but there still exists a relatively obvious digital divide between urban and rural areas in Zhejiang Province, which seriously restricts the process of promoting common prosperity in the province. This has caused Zhejiang Province to pay attention to the main line of realizing common wealth, accelerating the construction of digital

countryside, empowering rural revitalization, narrowing the gap between urban and rural areas, and promoting balanced development of urban and rural areas, which has become an important strategic direction for the province. In June 2020, a symposium of key leaders of the Yangtze River Delta region was held in Huzhou City, the province, and the meeting proposed to study and prepare the "Construction Program of the Digital Yangtze River Delta" and reached a basic consensus on the future of development: "The rise of the countryside is the rise of the country", and in the construction of the Digital Yangtze River Delta, the construction of the countryside is an indispensable and important part. 2021 November, in order to implement the "Opinions of the Central Committee of the Communist Party of China and the State Council on the Implementation of the Strategy of Rural Revitalization", the "Outline of the Strategy for the Development of Digital Countryside", the construction of Digital Zhejiang and the Provincial Conference on Digital Reform, etc. In November 2021, in order to implement the "Opinions of the State Council of the CPC Central Committee on the Implementation of the Rural Revitalization Strategy", "Digital Rural Development Strategy Outline", digital Zhejiang construction and the provincial digital reform conference, combined with the actual situation of the province, formulated the "14th Five-Year Plan for the Construction of Digital Villages in Zhejiang Province", which clearly defines the objectives, basic principles and requirements for the construction of digital villages in the province. Zhejiang Province, as the pioneer of China's economic development, digital village construction has achieved certain results, such as Deqing County, Zhejiang Province, comprehensively promote the construction of digital Deqing to the depth of the countryside; Pinghu City, Zhejiang Province, to carry out the Jinping Lake "1 + 1 + 1 + N" digital village "brain" construction, to build a new pattern of digital village. Construction, building a new pattern of digital countryside. However, Zhejiang Province, in the process of development, there is still this digital village construction is not balanced, digital application of urban-rural divide is prominent, as well as digital village governance system is not sound and other issues.

In the long-term process of realizing common wealth, many scholars have conducted research on digital countryside, Zhang Hong et al.'s research on the evaluation of readiness of digital countryside development under the strategy of rural revitalization^[2], and Liu Jun et al.'s view that digital economy construction is the connotation of China's digital economy measurement and driving factors^{Error! Reference source not found.}, which have shown that digital construction is an important way to improve the living standard of farmers. Zhejiang Province, as an important engine of China's economy, has already realized sustainable development through digital village construction with many positive impacts on ecology and other aspects^{Error! Reference source not found.}. However, at present, digital village construction in Zhejiang Province still faces some problems and challenges, such as the digital divide^[5] that He Zongyue et al. are concerned about, the importance of infrastructure construction^[6] that Sun Chenxi et al. point out, and the low digital literacy of farmers^[7] that Su Lanlan et al. study. Therefore, there is an urgent need to construct the path and strategy of digital village construction in Zhejiang Province under the perspective of common wealth in order to effectively promote the construction of digital villages in Zhejiang Province.

In summary, digital village construction is an important initiative to promote rural modernization and rural revitalization, however, the current academic research mainly focuses on the relationship between digital village and rural revitalization, digital village strategy, etc., and less research from the overall perspective of common prosperity. This paper will be based on the previous research results, combined with the local characteristics and specific practices in Zhejiang Province, it is of great significance to further explore the path of digital village construction and countermeasures research.

2. The need to accelerate the construction of digital villages

Digital village construction is the process of promoting the development of all aspects of rural areas through digital empowerment and the use of information technology means, improving the living standards and happiness of farmers, and realizing the integrated development of urban and rural areas^[8-9]. The construction of digital countryside is conducive to narrowing the gap between urban and rural areas^[10] and realizing the sharing of development fruits by all people. At present, China's rural areas have got rid of absolute poverty, and the main task of the next stage is the comprehensive revitalization of the countryside, and the digital countryside based on the Internet big data platform will become the strategic direction of rural revitalization. Third, the state has also raised the construction of digital villages to a certain strategic level, and in the "14th Five-Year Plan", it has taken "accelerating digital development" and "comprehensively promoting rural revitalization" as two major strategies, putting forward new requirements for the governance of rural society. The Proposal of the Central Committee of the Communist Party of China on Formulating the 14th Five-Year Plan for National Economic and Social Development and the Long-Range Objectives for the Year 2035, adopted at the Fifth Plenary Session of the 19th Central Committee of the Communist Party of China in 2020, clearly stated that the long-term goal of basically realizing socialist modernization is "common prosperity for all people". In 2022, the Zhejiang Provincial People's Government issued the Implementation Opinions of the Zhejiang Provincial Committee of the Communist Party of China and the Zhejiang Provincial People's Government on Promoting the Comprehensive Rural Revitalization with High Quality in 2022, and in 2023, the Zhejiang Provincial Party Committee and the Provincial Government issued the Implementation Opinions on Promoting the Comprehensive Rural Revitalization at a High-level Level in 2023, which shows that the construction of digital villages requires scientific and reasonable digital village planning^[11].

As far as Zhejiang Province is concerned. First, digital rural construction is a key strategic direction to promote China's rural revitalization, and Zhejiang, as a high-quality development and construction of common prosperity demonstration area, should do a good job of high-level planning and leading for digital rural construction path and strategy^[12-13]. Secondly, accelerating the development of digital rural construction plays an important role in promoting the sustainable development of rural revitalization and realizing common wealth in Zhejiang Province. Thirdly, digital rural construction promotes the process of urban-rural integration in Zhejiang Province, improves the digital literacy of rural residents, and is significant for promoting the transformation of rural modernization, enhancing the intelligence of rural governance, and cracking the problems of rural revitalization. Therefore, this paper actively explores the development path and strategy research of digital village construction with important theoretical significance and practical significance.

3. The current situation of digital village construction under the perspective of common wealth

3.1 The Current Status of Digital Village Construction in China

The implementation of digital village construction is an important element of the rural revitalization strategy and one of the key initiatives to make up for the shortcomings and weaknesses of China's modernization. In recent years, the construction of digital villages in China has developed rapidly. Rural digital infrastructure construction has been accelerated, China's rural areas network access conditions have been basically perfect, Internet penetration rate increased significantly, by the end of 2022, 5G network coverage of all counties and urban areas, to achieve "village broadband" "county 5G". The construction of smart agriculture has started rapidly. The construction of smart agriculture has started rapidly, and the degree of digitization in the seed industry, planting industry, animal husbandry, fishery industry, agricultural machinery manufacturing industry and other industries has increased year by year, effectively reducing costs and increasing revenues, and initially forming a situation of digital transformation of agricultural and rural management. New forms and modes of rural digital economy are emerging, rural e-commerce is gaining momentum, and rural leisure tourism and lodging economy continue to develop. The effectiveness of rural digital governance continues to improve, "Internet+ government" "Internet+ grass-roots social governance" steadily advancing, agricultural disaster monitoring and early warning system continues to improve. Rural network culture development trend is good, the mobile Internet to make changes in rural life, short video has become a new means of entertainment, the village night, village BA, village super hot out of the circle, folk non-heritage skills and culture on the Internet dissemination, by the audience's favorite. Digital services for the benefit of the people have been solidly promoted, and education, medical care and legal aid have been combined with the Internet, narrowing the gap between urban and rural development and facilitating the people in villages. The construction of smart green villages has taken solid steps forward, and the ability to regulate agricultural pollution has been strengthened through the establishment of online "ID cards" for fertilizers and pesticides. The environment for the development of digital villages continues to be optimized, the policy and institutional system continues to be improved, and a number of government departments have formed an institutional mechanism to promote digital villages in a coordinated manner.

3.2 The current situation of digital village construction in Zhejiang Province

In 2021, the development level of digital villages in Zhejiang Province reached 68.3%, much higher than the national average (39.1%), ranking first in the country for four consecutive years; the proportion of agricultural products network sales reached 42.1%, ranking first in the country; the average county social capital investment in the province is about 288 million yuan, and the average per capita social capital investment in villages is 1108 yuan. The data far exceeds that of other provinces.²⁰²¹ The Implementation Program for the Construction of Digital Countryside in Zhejiang Province was introduced, which clearly defines the goals and tasks for the construction of digital countryside and provides important guidance and guidelines for the promotion of the construction of digital countryside in Zhejiang Province.²⁰²³ In February 2023, the Central Internet Information Office, the Ministry of Agriculture and Rural Affairs and Zhejiang Province formally signed a memorandum of cooperation to build a digital countryside leading area, and Zhejiang Province became the country's only digital Rural Leadership Zone. At present, Zhejiang has 4 national and 32 provincial digital countryside pilots in Lin'an, Cixi, Deqing and Pinghu, actively exploring on the way of practicing digital countryside in China. Zhejiang's digital governance capacity has been significantly improved. Digital governance capacity and governance modernization level in the forefront of the country "Zheli Office" has become a landmark achievement.

3.3 Shortcomings and problems in the construction of digital villages

Rural information infrastructure to accelerate the construction, online and offline integration of modern agriculture to accelerate the promotion of rural information service system to accelerate the improvement, but at the same time the process of digital village construction still exists in the rural digital resources are still scarce^[14], the lack of rural high-level numerical intelligence talents^[15], the lack of endogenous impetus for the construction of digital villages^[16], the governance system is not sound, the lack of top-level design^[17] and other problems, as shown below.

3.3.1 There is still a lack of digital resources in villages

With the development of digital technology, there are obvious imbalances and differences between urban and rural education levels and cultural levels, therefore, the construction of informatization and digitization in the countryside is greatly restricted by the "digital divide", resulting in the imperfect construction of digital infrastructure in rural areas, and the foundation is relatively weak. Secondly, because the digital literacy of villagers in rural areas is generally low, the acceptance of new industrial technology and Internet digital culture is limited, leading to the plight of information backwardness in the construction of digital villages. In addition, the important prerequisite for the construction of digital countryside is infrastructure construction and information technology development, and the main problem is that the relevant research in the field of agriculture is relatively lagging behind, and agricultural science and technology is still facing the key problem of technological "necklace" in many aspects. Although the digital village infrastructure construction in Zhejiang Province has been more effective, there are still big differences in regional construction level, long construction time and high cost in the construction process. The agricultural field due to the low profit of information technology, long cycle and other constraints, resulting in people's research and development of agriculture-related science and technology enthusiasm has been affected, which also hindered the construction of the digital countryside to a certain extent, as well as the development of the digital economy, the existence of the "digital divide" is a key obstacle to constraints on the construction of the digital countryside.

3.3.2 Scarcity of high-level talent resources for digital intellectualization

Digital talent is a key factor in promoting the construction of digital countryside, but at present the development of digital countryside in Zhejiang Province is facing a more serious shortage of talent. First of all, farmers are the main body of agricultural and rural modernization, but most of the farmers' digital literacy culture is low, digital literacy ability is weak, the digital construction of the countryside lacks its core labor force and talent support. Secondly, with the development of the digital economy and the acceleration of the urbanization process, young people with high digital skills are more willing to go to the city to develop, the phenomenon of aging and hollowing out of rural areas is becoming more and more serious, and the "labor force talent can not be retained" has become a key obstacle hindering the construction of digital villages. In addition, the limited development space and lack of resources in rural areas make it difficult to introduce digital talents. The huge talent gap and the difficulty of introducing complex technical talents is another important obstacle to the construction of digital villages.

3.3.3 Insufficient endogenous motivation for digital village construction

Adequate funding is an important prerequisite for boosting the construction of digital villages. At present, from the point of view of the financial investment in rural digital construction, the source of funds for digital rural construction in Zhejiang Province is mainly the financial support of the government, with a single source of funds, relatively insufficient investment of private funds as well as social funds, and obvious regional differences. The Evaluation Report on the Level of Digital Agricultural and Rural Development in 2021 National Counties mentions that "in the financial investment in the construction of agricultural and rural informatization in counties across the country, the financial investment in the eastern region is 17.27 billion yuan, accounting for 50.6% of the national financial investment." The external financial environment in rural areas is poor, and China's rural areas have insufficient financial input in terms of economy, governance, and digital input in life, and the gap in financial support still exists. From the point of view of social capital investment, private investment is also relatively insufficient due to the reality of the long construction cycle of rural investment, high capital demand and low rate of return considerations. In addition, the allocation of financial funds has not been put in place to be truly utilized.

With the development of digital technology, accelerating the transformation and upgrading of traditional industries in rural areas is the key to conforming to the trend of the times and promoting the construction of digital villages, and rural industries are the endogenous driving force to stimulate the growth of the digital economy. However, at present, the rural industrial infrastructure is weak, the villagers' digital literacy is low, and they still use the most traditional production methods, which leads to the existence of the rural industrial structure is unreasonable, the industry chain is single, the industrial production efficiency is low, and the income is low-profit and other problems, which restricts the development of the digital economy, and is not conducive to the construction of the digital countryside.

3.3.4 Inadequate governance system and lack of top-level design

Digital village construction is a key strategic direction to promote China's rural revitalization, and Zhejiang, as a high-quality development and construction of common wealth demonstration area, the digital village construction path and strategy should be a good high level of planning and leading. At present, China's digital village construction is still in the exploration and development stage, and the relevant system policy is not perfect. First of all, the degree of development of digital village construction in different places is different, the government should be tailored to the local conditions, for different places, to develop different development strategies, rather than building indicators "one size fits all". If "one-size-fits-all" task indicators, not only does not help the construction of digital villages, but also lead to poor construction quality, village cadres only grasp the progress of farmers' opinions, low satisfaction and other problems, the grass-roots level may be formalism to cope with the matter. Digital village construction is a systematic project, set the relevant indicators not second, digital village construction is a systematic project, for the implementation of the policy should also strengthen the supervision and management of the later stage, can not just stay on the surface of the release of the policy, do the "formalism", but not the real implementation. Setting relevant construction indicators should not only focus on the speed of progress, but also pay more attention to the satisfaction of farmers.

All these problems reflect the fact that China's current digital village construction is relatively homogenized and fragmented, and lacks comprehensive and scientific planning, and there is an urgent need to further explore the huge potential of informatization in rural revitalization, and to promote the overall upgrading of agriculture, the overall progress of rural areas, and the overall development of farmers.

4. Exploration of the path of digital village construction and strategy research

4.1 Exploring the path of digital village construction

4.1.1. Promoting digital infrastructure

Digital infrastructure construction is a hard basic prerequisite for guaranteeing the construction of digital villages, therefore, accelerating the promotion of digital infrastructure construction plays an important role in the progress of digital village construction. First, strengthen digital network construction. Zhejiang can make efforts to promote 5G network coverage, especially in rural areas, and accelerate the construction of digital basic communication networks to improve network bandwidth and stability. This will provide rural residents with more convenient network services and promote information sharing and interconnection. At the same time, it can also vigorously promote the popularization of broadband networks, so that rural areas can enjoy the

same level of high-speed network services as in the city, laying a solid foundation for the construction of digital villages^[18]. Secondly, the construction of intelligent agricultural IoT platform. Zhejiang can be committed to building a smart agriculture IoT platform, integrating all kinds of agricultural information resources, including soil information, weather information, crop growth, etc., and realizing digital monitoring and management of the whole process of agricultural production. This will help improve agricultural production efficiency, reduce production costs and promote rural industrial upgrading. In addition, the construction of digitalized rural power and energy infrastructure has been strengthened. Zhejiang can increase its efforts to promote the intelligent construction of rural electricity, promote smart grids, renewable energy and other advanced technologies, and improve the reliability and intelligence of rural electricity supply. At the same time, it is actively promoting the use of clean energy in rural areas, encouraging the development of renewable energy projects such as photovoltaic power generation and biomass utilization in rural areas, and realizing the digital management and sustainable use of energy.

4.1.2 Fostering the development of the digital industry

With the development of digital, the traditional industrial structure is increasingly unable to keep up with the trend of the times, and the backward industrial structure will inevitably lead to problems such as high production costs and low industrial profits to a certain extent. In the context of digitalization, it is necessary to accelerate the digital transformation of industries and use digital empowerment to accelerate the digital transformation of industries^[19]. First, increase the support for rural e-commerce. Zhejiang can strengthen policy support and guidance for rural e-commerce, encourage farmers' cooperatives, agribusinesses and other subjects to develop e-commerce, and provide online and offline integration of agricultural sales channels. At the same time, strengthen the cultivation and construction of rural e-commerce platforms, provide technical, financial and talent support, and promote the innovative development of rural e-commerce. Second, promote the development of digital agriculture. Zhejiang can encourage farmers to adopt advanced agricultural technology and digital management tools to improve agricultural production efficiency and quality. It can promote the use of agricultural Internet of Things, drones, artificial intelligence and other technologies to realize the development of precision agriculture and intelligent agriculture. At the same time, support for digital agriculture enterprises and innovation teams should be strengthened to foster technology R&D and application innovation in digital agriculture. Finally, promote the digital transformation of rural enterprises. Zhejiang can encourage rural enterprises to make use of the Internet, big data, artificial intelligence and other technologies to promote digital transformation in all aspects of production, management and marketing. Training and consulting services can be provided to help rural enterprises improve their ability to apply digital technologies, expand markets and increase revenues. At the same time, cooperation with urban enterprises should be strengthened to promote the digital upgrading of the rural industrial chain.

4.1.3 Promoting a digitalized rural governance system

First, establish a rural digital information management system. Strengthening the top-level design of digital countryside, Zhejiang can promote the establishment of a province-wide unified rural digital information management system, integrating all kinds of information resources in rural areas, including basic agricultural data, agricultural production data, and information on farm households^[20]. The system can realize the collection, storage, analysis and sharing of information, provide a scientific basis for decision-making, and improve the effectiveness of rural governance. Second, promote the intelligent rural comprehensive service platform. Zhejiang can build a smart rural comprehensive service platform to integrate all kinds of rural public service resources, including education, medical care, employment, etc., to provide intelligent services and management. Through the platform, farmers can conveniently access all kinds of services, improve the quality of life and satisfaction, and promote the harmonious and stable development of rural society. Again, optimize village management and public service processes. Zhejiang can promote the digital reform of rural village management and public services, and realize the convenience and transparency of villagers' work through the establishment of an electronic village information management system and online service platform. At the same time, it can optimize the process of rural public services, improve service quality and efficiency, and meet the diverse needs of farmers.

4.2 Study on strategies for building digital villages

4.2.1 Cultivating villagers' digital literacy and enhancing the effectiveness of digital infrastructure application

First, digital education and training should be strengthened. Zhejiang can carry out digital education training for rural residents through rural schools, farmers' cooperatives and other channels. The training can include basic computer operation skills, Internet application knowledge and learning of digital agricultural technology. Using existing village-level activity sites and village service centers, digital education and training points are set up to provide villagers with convenient training services. Secondly, the government should accelerate the improvement of the coordinated supervision and management mechanism. By establishing and improving the relevant regulatory laws and building a policy system that adapts to the current laws of digital economic development, it will create a favorable construction environment for the development of digital villages. Zhejiang can establish a digital service center to provide rural residents with consulting, training and support services for the application of digital technology. The center can be staffed with professionals to help villagers solve problems in the use of digital technology and provide customized services. In addition, informatization campaigns can be carried out to increase farmers' awareness and understanding of digital infrastructure applications.

4.2.2 Cultivating new forms of the digital economy and promoting the digital transformation of industries

First, industrial integration and development. Encourage the integrated development of rural industries and the digital economy, such as digital agriculture, rural e-commerce, rural tourism digitization, etc., and promote the development of rural industries in the direction of digitization and intelligence. Second, innovation and entrepreneurship support. Support rural innovation and entrepreneurship, encourage farmers and villagers to participate in the creation and development of new forms of digital economy, such as agricultural e-commerce, rural tourism platforms, etc., to cultivate the new momentum of rural digital economy. Give the development of digital industry certain protection incentives, create a good digital atmosphere, and improve the enthusiasm of production. Finally, you can create and promote digital agriculture demonstration. Different villages have large differences in their development bases, and the degree of digital village construction is not the same. Zhejiang can choose some representative rural areas, the construction of digital agriculture demonstration base. Through the introduction of advanced agricultural technology and digital management tools, the benefits and application results of digital agriculture are demonstrated. Data sharing and cooperation, promote the sharing and cooperation of resource data of all parties in the countryside, promote the flow of information and interconnection, and accelerate the pace of rural digital economy development. Meanwhile, it guides farmers to visit and learn about the benefits of digital agriculture, and stimulates their interest and participation.

4.2.3 Optimizing digital management of village affairs and public services

First, promoting a digital village affairs management system. The establishment and promotion of a digital village affairs management system has made it possible to realize the digital and automated management of village affairs information and improve the operational efficiency and transparency of village-level organizations. Secondly, during the implementation of digital village construction, some places have invested more in digital village construction, but have not been able to break through the information barriers; although more funds have been invested in the construction of basic technologies, data platforms, and digital equipment, the development of these technologies has provided service functions and course information that are also poorly correlated with village life, and have not been truly implemented. Digital village construction is a systematic project, the government should not only pay attention to the speed of digital village construction, but also pay more attention to the satisfaction of farmers when setting construction indicators. Digital empowerment can be used to develop and promote more such as "smart pension", "safe countryside", "Zheli Zhihui" and other simple and useful APP, so that the villagers get digital information channels more convenient and diversified, and effectively improve the villagers' access to digital information. This will make villagers' access to digital information more convenient and diversified, effectively improve villagers' digital literacy ability, and narrow the "digital divide". It is also possible to create a simple and practical digital platform, digital life intelligent service station, grass-roots governance, epidemic prevention and control and other scenarios of the application, so as to effectively solve the problems of rural residents in the medical services, government services, life services, etc., in order to realize the countryside of the good life of the practical exploration, optimize the design to enhance the people's experience. Finally, strengthen the cooperation and sharing of digital village construction resources. Promote the sharing and cooperation of resources and information of all parties in the countryside, and promote the cooperation of village-level organizations, enterprises, social organizations, etc., so as to jointly promote the construction of digital villages and the optimization of public services.

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