To witness the Chinese rural revitalization in Huzhou

在湖州见证中国乡村振兴

奋楫建设全域美丽新标杆

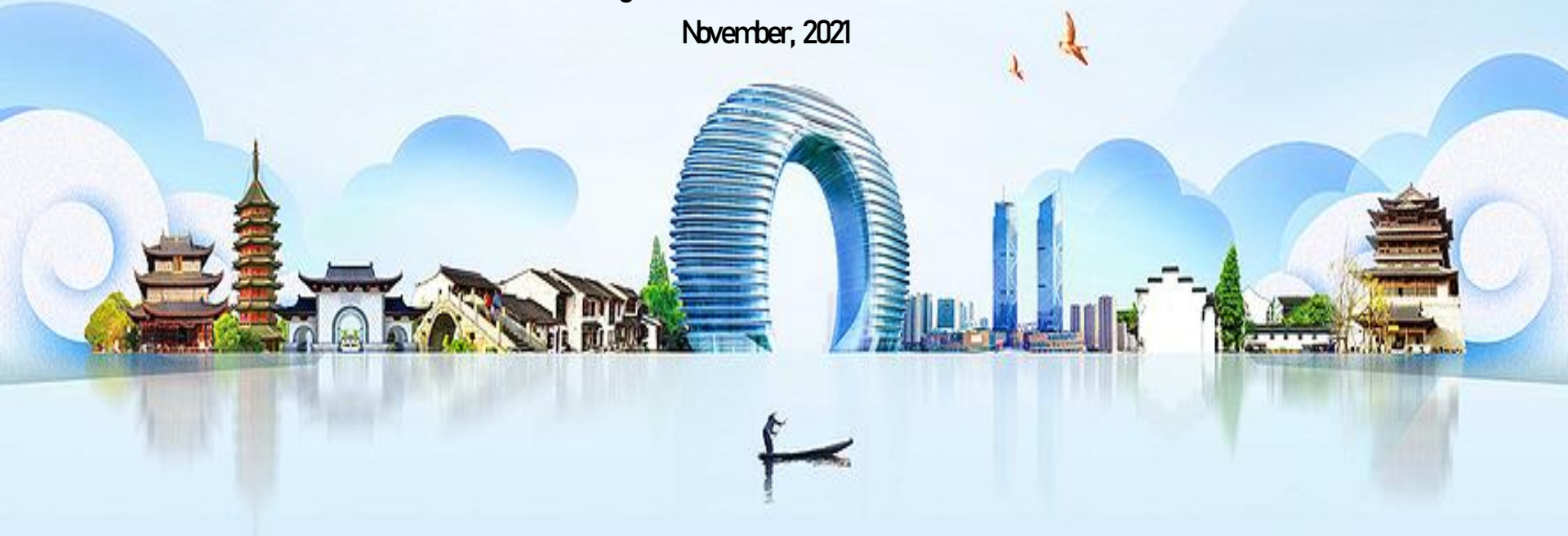
Strive To Build A New Benchmark City of Universal Beauty

湖州市农业农村局

2021年11月

Bureau of Agricultural and Rural Affairs of Huzhou

November, 2021



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湖州市基本情况

Profile of Huzhou

中国·湖州

Huzhou 湖州

行遍江南清丽地，人生只合住湖州

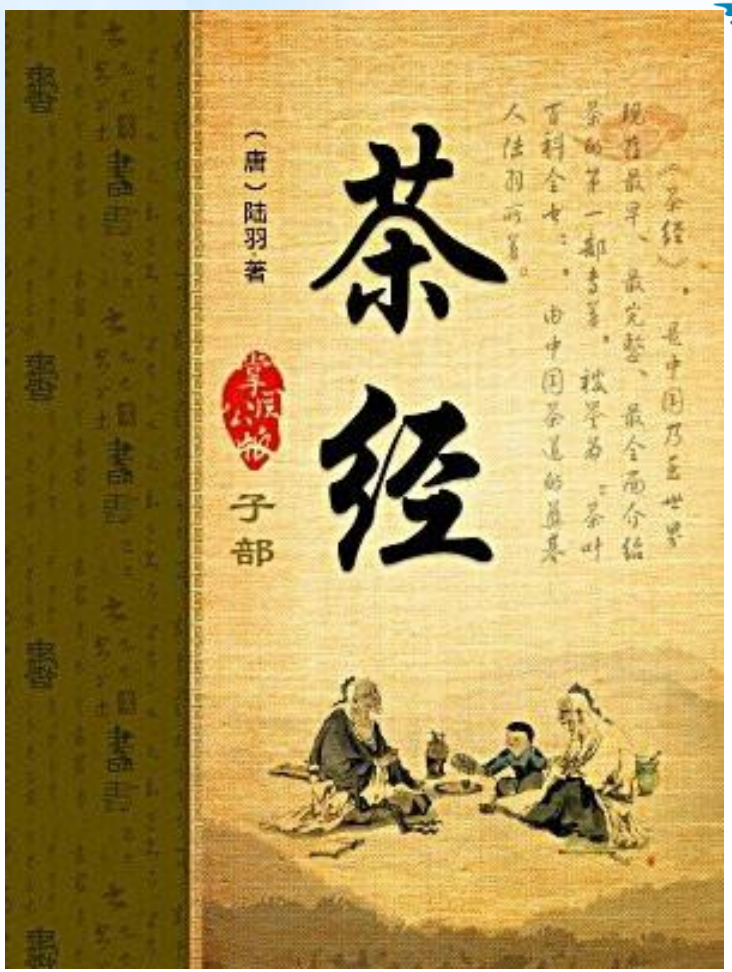
Among all beautiful cities in the south of the Yangtze River, Huzhou is still the most livable one.

在湖州看见美丽中国

BEAUTIFUL CHINA DYNAMIC HUZHOU

“在湖州看见美丽中国”城市品牌持续打响

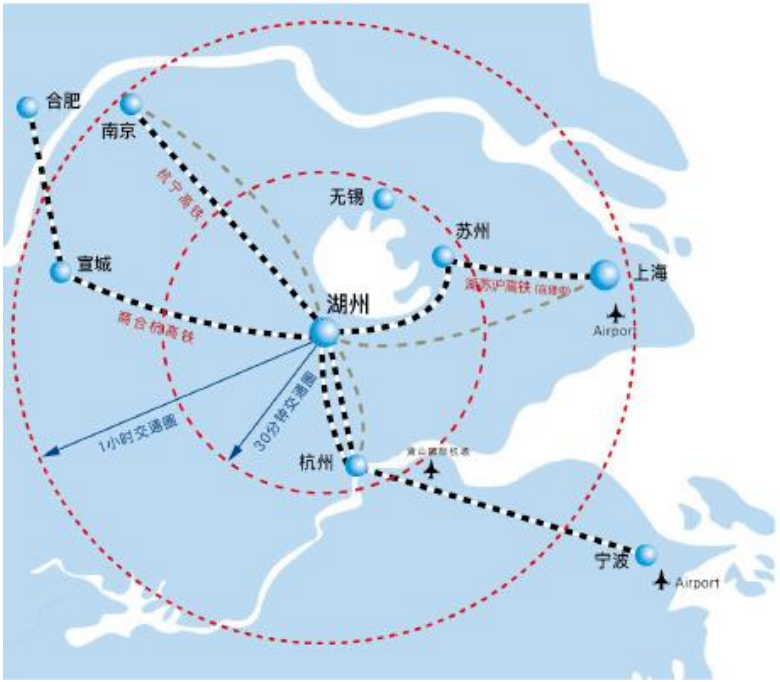
The city logo of “Beautiful China, Dynamic Huzhou” echoes.



The Book of Tea
By Mr. Lu Yu (Tang Dynasty)

高速
Highways

高铁
High Speed Railways



2020年成功承办长三角地区主要领导座谈会

In 2020, the symposium of major leaders in the Yangtze River Delta region was successfully held in Huzhou.

德清被确定为联合国地理信息国际论坛永久会址

Deqing county was identified as the permanent meeting venue of the United Nations Geographic Information International Forum.

全市所有区县均为省级美丽乡村先进区县，2021年实现省级美丽乡村示范县、市级美丽乡村两个全覆盖。

All districts and counties in Huzhou are provincial-level advanced districts and counties with beautiful villages. In 2021, Huzhou has been fully covered both by provincial-level demonstration counties and city-level beautiful villages.

湖州主导制定的《美丽乡村建设指南》成为国家标准。

The Guidelines for the Construction of Beautiful Villages led and formulated by Huzhou now become a national standard.

平安湖州
建设
“十三连冠”
13 Consecutive Championships of Peaceful Huzhou

全国文明
城市
“两连冠”
2 Consecutive Championships of the National Civilized Cities

全国双拥
模范城
“八连冠”
8 Championships of the National Double Support Model Cities

乡村治理“余村经验”
“Yucun Village Experience” for Rural Village Governance

镇域治理“织里经验”
“Zhili Township Experience” for Township Governance

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湖州市美丽乡村建设历程

Process of Beautiful-Village Construction in Huzhou

湖州市美丽乡村建设分为四个阶段

The construction of the beautiful villages in Huzhou is divided into 4 stages

2001-2010

环境整治示范阶段
Demonstration Stage of Environmental Remediation

2003年开始，全面整治农村脏、乱、差环境，开展垃圾收集、卫生改厕、河塘清淤，推进道路硬化、村庄绿化、亮化。

Since 2003, the dirty, chaotic and poor rural environment has been comprehensively rectified with garbage collection, sanitary toilet improvement, river and pond dredging, road pavement, village greening, and clearing.

2008—2014

美丽乡村建设阶段
Construction Stage of Beautiful Villages

2008年，安吉率先提出了美丽乡村建设。

2010年，浙江在全省提出建设美丽乡村，系统推进“四美三宜两园”建设。

In 2008, Anji took the lead in proposing the construction of beautiful villages.

In 2010, Zhejiang proposed to build beautiful villages across the whole province, and systematically promoted the construction of "Four Virtues, Three Benefits and Two Parks".

2014-2018

美丽乡村升级版阶段
Upgrading Stage of Beautiful Villages

2014年，全省美丽乡村现场会在湖州德清召开，提出推进物的新农村与人的新农村齐头并进，打造美丽乡村升级版。

In 2014, the provincial meeting of beautiful villages promotion was held in Deqing, Huzhou. It was proposed to promote the new villages and the people go hand in hand to create an upgraded version of a beautiful village.

Since 2019

新时代美丽乡村建设阶段
Construction Stages of Beautiful Villages in the New Era

2019年浙江省提出要深化千万工程，建设新时代美丽乡村，制定了100个指标的新标准。

In 2019, Zhejiang Province proposed to deepen tens of thousands of projects to construct beautiful villages in a new era of beautiful villages and set new standards with 100 indicators.

在湖州见证中国乡村振兴

To witness the Chinese rural revitalization in Huzhou

湖州市美丽乡村建设的主要做法

Primary Practices of Beautiful Village Construction in Huzhou

突出党建引领，打造内外兼修的“共美”乡村
To construct “Commonly Beautiful” villages with both internal and external development by highlighting the leadership of CPC

凝聚合力
Coagulation Power

- 五级书记抓乡村振兴
- 5-Level Party Secretaries stress rural revitalization.

增强动力
Boosted Motivation

- 乡村治理现代化
- Modernization of Rural Governance

激发活力
Stimulated Vitality

- 基层组织领头雁
- Leaders in the grassroots lead the organizational construction.

✤ **“五级书记抓乡村振兴”凝聚合力。**召开全市落实“五级书记抓乡村振兴”工作推进会，建立健全“1+6”乡村振兴工作组织领导体系，明确将乡村振兴战略实施情况作为区县党委书记党建述职重要内容。建立健全考核体系，开展“共性+个性”“定量+定性”考核，推动市委一号文件落实落地。建立健全赛马机制，开展亮晒比拼，将新时代美丽乡村建设情况列入区县“互看互学互比”活动和全市乡镇（街道）党委书记工作交流会的重要内容。

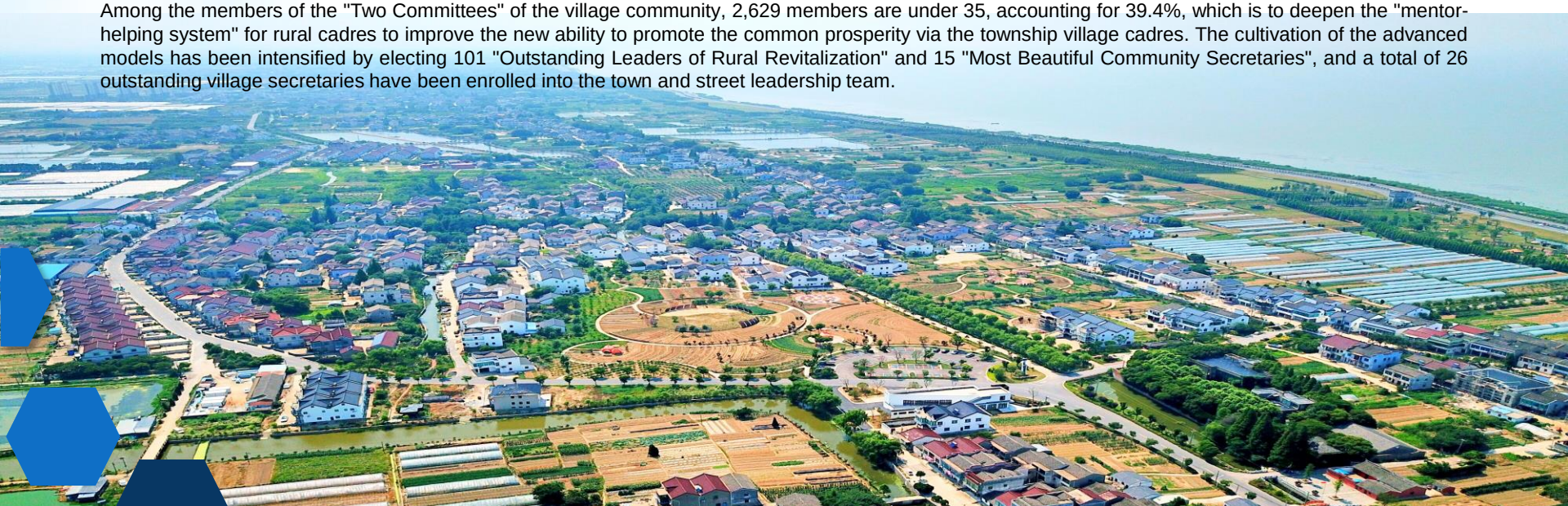
✤**To improve the coagulation power of the 5-level secretaries grasping rural revitalization.** The implementation of the rural revitalization strategy has been clarified as the vital content of the district and county CPC secretaries by holding the promotion meeting across the whole Huzhou city to implement the work of “Five-Level Sectaries Grasping Rural Rejuvenation” and setting up a complete “1+6” rural revitalization work organization and leadership system. To establish and improve the assessment system by carrying out "commonality + individuality" and "quantitative + qualitative" assessments and promoting the implementation of the Municipal Party Committee No. 1 Document. To establish and improve the horse-racing mechanism by carrying out transparent competitions and listing the construction of beautiful villages in the new era as an important content in the activities of "Mutual Look, Learn and Compete" in the districts and counties, as well as in the work exchange meetings of the Township (Street) CPC committee secretaries of Huzhou.

✤ **“乡村治理现代化”增强动力。**深化推广乡村治理“余村经验”、镇域治理“织里经验”，全市累计创建全国乡村治理体系建设试点示范县1个、国家级乡村治理示范乡镇2个。安吉县横溪坞村“四个不出村”经验做法入选全国乡村治理典型案例，是至今为止浙江省唯一以村级主体入选的案例。

✤**To strengthen the momentum of "Rural Governance Modernization".** To widely promote the rural governance of “Yu Village Experiences” and the township governance of “Zhili Township Experiences”, and there is 1 pilot demonstration county for the construction of the national rural governance system, 2 national-level rural governance model towns created in Huzhou. The experiences and practices of "Four Stay-in-Villages" in Hengxiwu Village, Anji county was selected as a typical case of rural governance in the country, and it is the only case in Zhejiang that has been selected as a village-level subject so far.

✤ **“基层组织领头雁”激发活力。**选优配强乡村党组织领导班子，村社“两委”班子成员中35岁以下2629名、占39.4%。深化乡村干部“导师帮带制”，提升乡村干部推进共同富裕的新能力。加大先进典型培育力度，推选“乡村振兴优秀带头人”101名、“最美社区书记”15名，累计26名优秀村社书记进入镇街领导班子。

✤**To stimulate the vitality by “Grassroot Organization Leaders”.** The leadership team of the rural CPC organization has been optimized and enhanced. Among the members of the "Two Committees" of the village community, 2,629 members are under 35, accounting for 39.4%, which is to deepen the "mentor-helping system" for rural cadres to improve the new ability to promote the common prosperity via the township village cadres. The cultivation of the advanced models has been intensified by electing 101 "Outstanding Leaders of Rural Revitalization" and 15 "Most Beautiful Community Secretaries", and a total of 26 outstanding village secretaries have been enrolled into the town and street leadership team.



对标共同富裕，打造共建共享的“壮美”乡村
To create a “magnificent” village of co-construction and sharing by benchmarking common prosperity

着力点 Focus

- 以“全域美丽”为着力点，打造乡村高品质新生活
- To construct a high-quality new life in the village by focusing on the “Universal Beauty”

突破点 Breakthrough

- 以“网红夜经济”为突破点，注入乡村发展新活力
- To inject new vitality into the rural development by taking the “Online Celebrity Night Economy” as a breakthrough.

关键点 Key

- 以“强村十法”为关键点，拓展村集体经济发展新路径
- To expand the new path of the collective economic development of the villages by taking the “10 Methods of Strengthening the Villages” as the key.

以“全域美丽”为着力点，打造乡村高品质新生活。高水平推进“五美联创”，在全省率先实现省美丽乡村示范县、市美丽乡村创建全覆盖，成功创建省级美丽乡村示范乡镇31个、美丽乡村示范带31条、省级美丽乡村特色精品村99个、美丽庭院20.7万户。开展以“五清五整三提升”为内容的农村人居环境洁美行动，以暗访督查、问题交办、反馈通报为闭环，今年以来开展督查暗访9次，累计发现问题点位2741个，整改完成率96%以上。

With the focus on "Universal Beauty", a new high-quality rural life will be created by promoting the high-level "Five-Beauty Innovation", thus leading the whole province to achieve full coverage of the beautiful rural villages and cities in the province, and successfully creating 31 beautiful rural demonstration towns at the provincial level, 31 beautiful rural demonstration belts, and beautiful provincial-level beautiful villages, 99 characteristic boutique villages and 207,000 households with beautiful courtyards. To roll out the clean and beautiful operation of rural human settlement environment with the content of "Five Cleansings, Five Rectifications and Three Improvements", with the unannounced visit, supervision, problem assignment, and feedback notification as the closed-loop, therefore, there have been 9 unannounced inspections carried out, and a total of 2741 problem points discovered since this year with a completion rate of rectification over 96%.

以“网红夜经济”为突破点，注入乡村发展新活力。通过产业、旅游、生态、文化等深度融合，大力发展夜经济，通过“白+黑”模式有效延长游客消费时段。德清上渚山奇幻谷、长兴顾渚村禅意茶乡夜游带、安吉县蔓塘里大地之光等已成为网红打卡地，实现知名度与经济效益的双提升，仅蔓塘里大地之光项目每年就为村集体增收80万元。德清“洋家乐”、长兴“上海村”、安吉“亲子游”等“美丽经济”品牌成为全国行业标杆。

With the breakthrough of the “Online Celebrity Night Economy”, new vitality has been injected into rural development. Through the in-depth integration of industry, tourism, ecology, and culture, the night economy gets vigorously developed, and the consumption period of tourists through the "Day + Night" model has been effectively extended. The places of Deqing Shangzhu Mountain Fantasy Valley, Changxing Guzhu Village Tea Village Night Tour Belt, Mantangli Earth Light in Anji County, etc. have become check-in places for online streaming, realizing both the increase in popularity and economic benefits. A yield of 800,000 Yuan could be earned only from the Earth Light in Mantangli. The brands of Deqing "Expat Stay", Changxing "Shanghai Village", Anji "Parent-child Tour" and other "Beautiful Economy" have become national industry benchmarks.

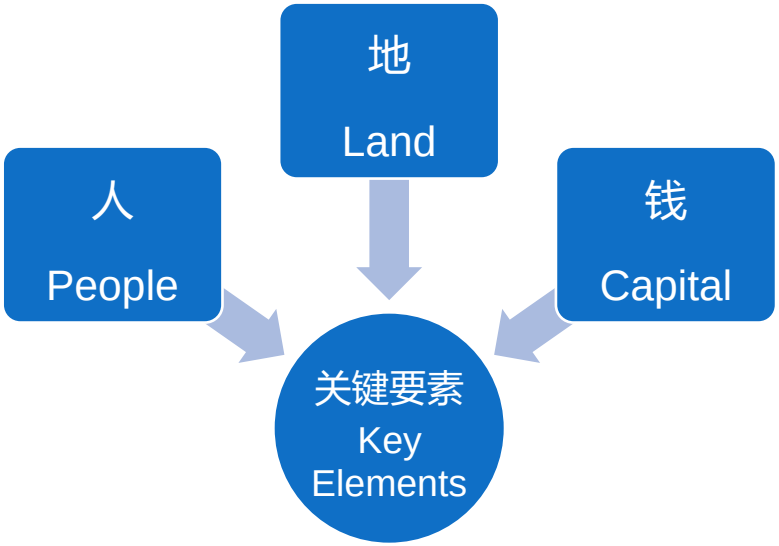
以“强村十法”为关键点，拓展村集体经济发展新路径。累计实施五轮强村计划，新开展“四个一百”强村活动，发展壮大资产盘活型、资源开发型、物业经营型、基金运作型等各类村级集体经济发展路径，积极打造多轮驱动的富村引擎。今年以来共实施“一村一策”项目154项，64个项目已产生效益1920.58万元。推广南浔区“强村公司”做法，分类采用村自办、村企合办、跨村（跨乡镇）联办等形式，全市共组建强村公司215家。

With the "Ten Methods to Strengthen the Village" as the key point, the new path for the development of the village's collective economy has been widely expanded. There are five rounds of strong village plans implemented by newly launching the "Four Hundreds" village activities to strengthen the economy, developing and expanding various village-level collective economic development paths such as asset activation, resource development, property management, and fund operation so as to create a multi-wheel engine to enrich the village economy. Since this year, a total of 154 projects of "One Village, One Policy" have been implemented, and 64 projects have generated 19.2058 million Yuan. To promote the practice of “Companies to Strengthen the Village Economy” in Nanxun District by categorizing the companies in the form of village self-run, village-enterprise joint operation, and cross-village (cross-township) joint operation. A total of 215 companies have been established in Huzhou to strengthen the rural economy.

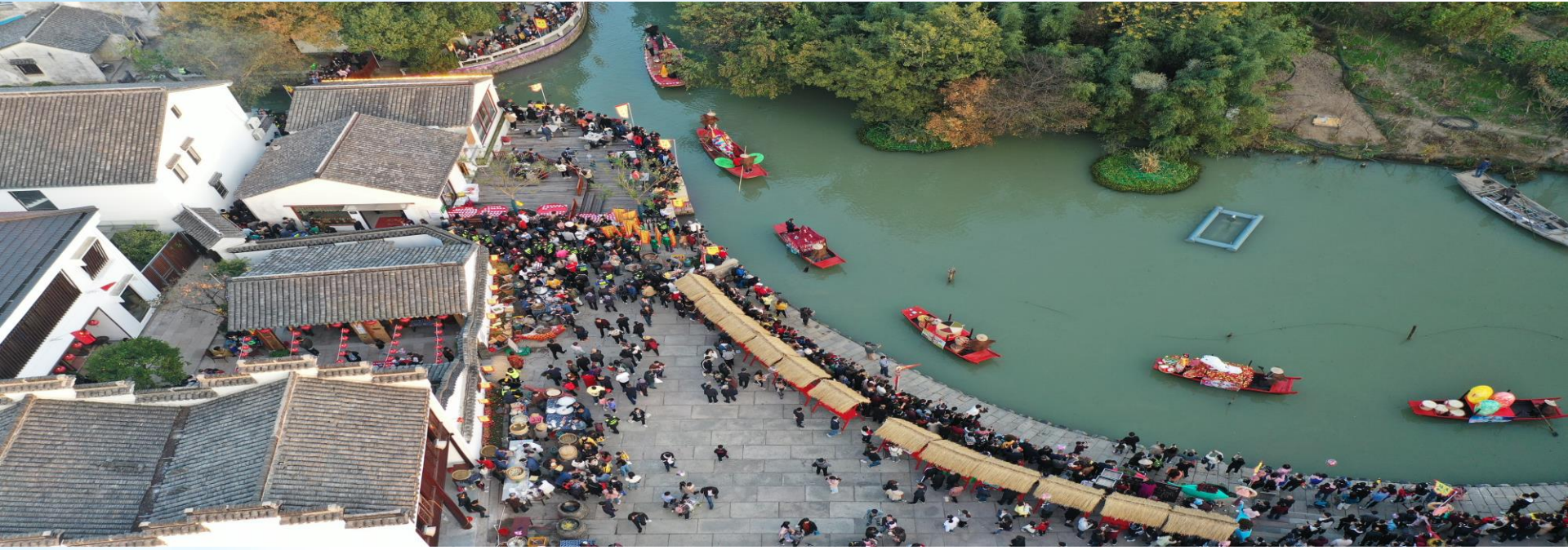
深化农村改革，打造互联互通的“活美”乡村
To create interconnected “Lively Beautiful “Villages by deepening the rural reforms.

以农业“标准地”为牵引，集成推进“三地”联动
To integrate and promote the linkage of “3 Places” by taking the agricultural standard land as the starting point.

以“两进两回”行动为牵引，培育提升乡村“五类英才”
“5 Types of Talents” have been cultivated and upgraded in rural areas by taking the “Two Entries and Two Returns” as the traction.



深入推进国家绿色金融改革创新试验区建设
To deeply promote the construction of the National Green Finance Reform and Innovation Pilot Zone.



♡**围绕“地”的问题。**以农业“标准地”为牵引，集成推进“三地”联动。出台实施《关于规范农业“标准地”管理 促进乡村产业振兴的实施意见》，探索解决了乡村产业发展中的用地瓶颈，全市累计实施农业“标准地”项目128个。承包地流转率达到71.3%，累计发放土地经营权抵押贷款1.46亿元。颁发全国第一批“宅基地农户资格权登记证”，多措并举盘活利用闲置农房16754幢，累计吸纳社会资本22.67亿元。

Issues concerning the “Land”. To integrate and promote the linkage of “3 lands” by taking the agricultural standard land as the starting point. The land use bottleneck in the development of the rural industries has been explored and solved by issuing and implementing the “Implementation Opinions on Regulating the Management of Agricultural Standard Land and Promoting the Revitalization of Rural Industries”. In total, there are 128 agricultural “standard land” projects in Huzhou. The first batch of “Registration Certificates for the Qualification Rights of Farmers on Homestead Sites” was issued in the country, and 16,754 idle farmhouses were used in various ways, and a total of 2.267 billion yuan of social capital was taken in.

♡**围绕“人”的问题。**制定出台乡村人才振兴五年行动计划，以“两进两回”行动为牵引，培育提升乡村“五类英才”。全市累计遴选乡村振兴领军人才31名，培育“1+1+N”农推联盟首席专家20名，选树乡村振兴人才典型30名。每年培训高素质农民800名、农村实用人才6000名。每年培育乡创客1800名，实现一村一创客团队。

Issues concerning the “People”. To cultivate and upgrade the rural “5 Types of Talents” in rural areas by formulating the 5-year action plan of revitalizing the rural talents and taking the “Two Entries and Two Returns” as the traction. In total, there are 31 leading talents selected for rural revitalization in Huzhou, cultivating 20 chief experts of the “1+1+N” agricultural promotion alliance, and 30 typical rural revitalization talents selected. There are 800 high-quality farmers and 6,000 rural practical talents trained annually. Every year, there are 1,800 villagers cultivated for rural innovative entrepreneurs to achieve the goal of one innovative start-up team in each village.

♡**围绕“钱”的问题。**全市今年统筹整合涉农资金40.52亿元。深入推进国家绿色金融改革创新试验区建设，“绿贷通”共服务三农主体891家，提供授信共计6.15亿元。开展农业生产设施产权、标准地使用权抵押贷款，创新设立“农企振兴贷”，发布农林水专项债券9.1亿元。全市开展各类政策性农险38个、保费规模达到1.15亿元，落实农业贷款担保1.53亿元。

Issues concerning the “Money”. A total of 4.052 billion yuan coordinated and integrated which is agriculture-related funds this year. The construction of the national green financial reform and innovation pilot zones has been deeply promoted, and the “Green Loan Link” has provided service to 891 entities for agricultural, farming tools, and farming development, and authorized a total of 615 million yuan in credit. By rolling out the mortgage loans on the property rights of agricultural production facilities and the standard land use rights, the “Revitalizing Loans for Rural Enterprises” has been innovatively established with 910 million yuan issued as the special bonds for agricultural, forestry, and water use. Across the entire city, there are 38 various policy-based agricultural insurances launched, with premiums reaching 115 million yuan, and agricultural loan guarantees of 153 million yuan implemented.

聚焦数字变革，打造多跨场景的“智美”乡村

To create a multi-scenario “Smart Beautiful” Villages by focusing on digital transformation.

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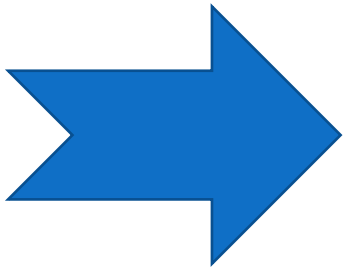
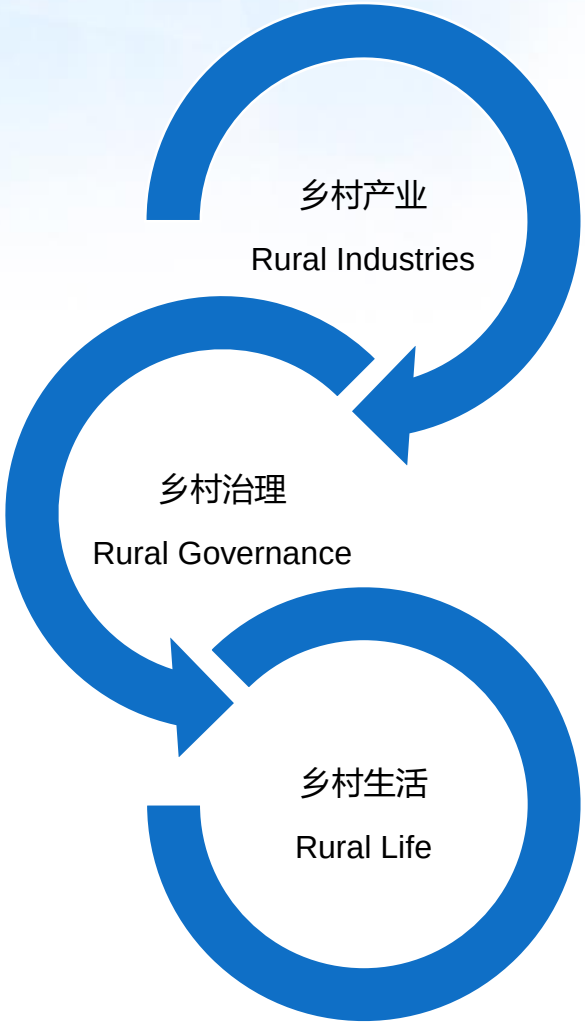
Digital Empowerment





Digital Platform of Rural Governance in Deqing
One Map of Digital Village
Management System of Rural Governance Data
Servicing Platform of Digital Life
Terminal of Governance and Decision Making

数字赋能乡村产业。围绕破解消费者辩识难、市场管控难、行业管理难等痛点堵点，率先开发地市级“浙农码”应用场景安吉白茶管理系统，目前长兴鲜、有德鲜生、安吉白茶管理系统等3个应用场景累计赋码24.7万枚，其中安吉通过“浙农码”赋码白茶每斤售价比普通白茶高100元。重点推进24个省级数字农业工厂项目建设，其中17个项目已经竣工。

Digitalization empowers rural industries. By focusing on the pain-killing and blockage-easing, such as difficult consumer identification, difficult market control, difficult industry management, etc., the prefecture-level QR code of “Zhejiang Rural Administration” for the scenario of Anji White Team Management System. So far, a total of 247,000 pieces have been coded in 3 application scenarios including Changxing Fresh, Youde Fresh, and Anji White Team, of which the price of the coded Anji While tea is 100 yuan per kilogram higher than the ordinary white tea. There are 24 provincial-level digital agriculture factory projects promoted and under construction, of which 17 projects have been completed.

数字赋能乡村治理。强化顶层设计，出台实施《湖州市五四村“数字乡村一张图”建设推广实施方案及考核办法》，明确“153N”建设标准，全市916个行政村“数字乡村一张图”实现100%上线运行。在全省创新探索推进“掌上矛调”APP实践应用，探索形成“五鹤慧生活”掌上矛调、吕山乡掌上服务等乡村服务场景，推动矛盾纠纷化解走向“掌上办”，积极打造矛调中心2.0版。

Digitalization empowers rural governance. By strengthening the top-level design, introducing and implementing the “Implementation Plan and Assessment Method for the Construction and Promotion of 'One Map of Digital Village' in Wusi Village in Huzhou City” to specify the construction standard of “153N”, there are 916 administrative villages in Huzhou with 100% of “One Map of Digital Village” getting online. Across the whole province, the APP of “Conflicts and Investigation Online” has been explored and promoted, thus creating the rural servicing scenarios, such as the “Smart Life in Wuhe” for conflicts and investigations and the Lvshan Online Servicing in order to transfer the conflicts and dispute solving into the Online Solving and creating a Version 2.0 for conflicts and investigation in a proactive manner.

数字赋能乡村生活。以满足农村居民高品质生活需求为导向，统筹运用数字化技术，加快推进智慧医疗、社区文化、智慧教育、智慧旅游、智慧救助、智慧养老等“2+4”多跨场景应用落地新时代美丽乡村，为农村居民提供全链条、全周期的多样、均等、便捷的社会服务，如德清县五四村的“2+4”应用场景已全部落地。

Digitalization empowers rural life. In order to meet the needs of rural residents for quality life and to coordinate the use of digital technology to accelerate the promotion of "2+4" multi-scenario applications such as smart medical care, community culture, smart education, smart tourism, smart assistance, and smart elderly care to create a beautiful village of the new era, providing the rural residents with a full chain and full cycle of diverse, equal, and convenient social services, such as the "2+4" application scenarios in Wusi Village, Deqing County, have all been implemented.

组团先行示范，打造城市向往的“秀美”乡村

To create the “Spectacularly Beautiful” village that the city is longing for by grouping and demonstrating.

一统三化九场景

One Unification, Three Modernizations in Nine Scenarios

在集成推进力量方面。市、区县、乡镇三级成立工作专班，各有关部门统筹协作，抓好布局谋划、排定建设时序、推动项目落地，全过程指导服务，迅速有力推进项目实施。

In aspects of integrated promotion, special working classes are set up in the cities, districts, counties, and townships. All relevant departments coordinate and cooperate to pay close attention to layout planning, schedule construction timing, promote project implementation, guide services in the whole process in order to quickly and effectively promote project implementation.

在集成政策措施方面。突出项目为王，实现样板片区建设“工作项目化、项目清单化、清单责任化”。片区内产业项目优先列入惠农政策支持对象、优先安排农业“标准地”，片区内行政村优先享受“飞地抱团”物业和欠发达村帮扶基金池等强村政策。

In aspects of integrated policies and measures, the projects will be highlighted to realize the “work project, project list and list responsibility”of the model area construction Within the area, the industrial projects will be listed as the supporting entities of the preferential policies for agriculture, agricultural “Standard Land” shall be prioritized for arrangement. The administrative villages such as "enclave cluster" property and underdeveloped villages shall enjoy the policies to strengthen the village economy such as village assistance fund pool.

在集成项目资金方面。排定样板片区重点建设项目、产业化项目、基础配套项目“三张清单”，项目定到哪里、政策资金配套到哪里。市、区县安排财政资金3.2亿元，共撬动社会资本投入16亿元。

In aspects of the integration projects funding, the “Three Lists” of key construction projects, industrialization projects, and basic supporting projects in the model area shall determine that wherever the project is located, the policy and allocation fund shall be closely followed. A total of 320 million yuan of financial funds from the city, districts, and county government to leverage a total of 1.6 billion yuan of social capital investment.

在集成实施主体方面。充分挖掘、调动各方社会力量，招引优质资本参与样板片区建设、运营，引导新乡贤为样板片区建设出谋划策、出钱出力。如吴兴区引进上海逸璞公司、浙江五湖旅业公司2个运营公司，带动杨溇村盘活农房26余幢打造“太湖宿集”，掀起古村游热潮。

In aspects of the integration and implementation subjects, various social forces shall be fully promoted and mobilized to attract superior funds to participate in the construction and operation of the model area and guide the new rural fellows to provide efforts and funds for the construction of the model area. For example, two operating companies (Shanghai Yipu and Zhejiang Wuhu Tourism) have been introduced in Wuxing district in order to revitalize more than 26 farmhouses in Yanglou Village, creating uprising tourism of ancient village such as “Lodging in Taihu Lake”.

在湖州见证中国乡村振兴

To witness the Chinese rural revitalization in Huzhou

谢谢！

Thank you!