

Review of Rural Finance Research From the Perspective of Supply-side Reform

Wenshuang Bao¹, Xin Zhang²
Shandong Management University
SS4083

INTRODUCTION

For a long time, problems concerning agriculture, rural areas and farmers have been the focus of our government's great attention and solving problems. In 2016, the No.1 Document of the CPC Central Committee clearly put forward the agricultural supply-side structural reform. For supply-side structural reform to reach the agricultural sector, we must adjust the agricultural structure to improve the effectiveness of agricultural product supply, enhance the allocation of agricultural resources in the market, promote the quality and efficiency of agricultural production, and solve the difficulties in China's agricultural development. To promote agricultural supply-side structural reform, the core is to focus on market demand, optimize resource allocation, expand effective supply, enhance the adaptability and flexibility of the supply structure, so that the supply of agricultural products is more suitable for consumer demand, and more conducive to the play of resource advantages .

MAIN PROCESS

The research idea of this thesis is to analyze the theoretical problems from the theoretical basis and literature review, and to summarize the experience according to the analysis of existing practice. Based on the use of the methods of literature induction, historical analysis and investigation and research, this thesis puts forward some suggestions on the supply-side structural reform of rural finance with a view to realizing the balance of supply and demand of rural finance, developing innovatively, improving the quality and efficiency of agricultural production, and promoting the development of rural agriculture.

RESULTS AND ANALYSIS

1. development status of rural finance

- 1.1 deficiency of effective supply of financial services
- 1.2 The problem of "difficult and costly to obtain financing" is difficult to solve
- 1.3 The pattern of rural financial service products and service model is single

2 Existing Problems of Rural Finance

- 2.1 Agriculture And Agricultural Operators —— Farmers as demanders have shortcomings
- 2.2 Rural finance as a supply side has many deficiencies

CONCLUSION

the ways of rural finance supply-side reform.

1. innovate and promote the rural financial system
2. enhance the leading role of credit in rural finance supply, and use credit to cultivate new business forms
3. innovate products and services of rural finance, and expand financing channels
4. fintech will help build a scientific and perfect financial prevention system