

Cultivate peasant's scientific interest with the actual effect, improve peasant's scientific quality with the interest

-----The analysis of instance of “**Model enrichment project by means of the rural popular science**” by Jiangxi Association for Science and Technology

I. Background of the project

In order to advance the transformation of science and technology in the countryside and increase peasant's income and improve their quality of production and improve their scientific accomplishment, The Jiangxi Association for Science and Technology has carried out the activity of “**Model enrichment villages** by means of the rural popular science in Jiangxi Province in the 21st century” in succession since the year of 2000. 16 villages had been established by three batches during 2000-2003. On the basis of good effect, that activity was further expanded and " ' ten hundreds of ' **Model enrichment project by means of the rural popular science** " within the range of the whole province in 2004 was implemented. That is to say, from 2004 to 2006, Jiangxi Provincial Organization Department of the CPC and Jiangxi Association for Science and Technology will establish 11 the above **model** villages in the whole province every year; the Municipal Organization Department of the CPC and Municipal Association for Science and Technology will establish one **model** village like the above in the counties (cities , districts) involved in agriculture that those organizations have jurisdiction over them (amounts to 92), respectively; Every basic Organization Department of the CPC and the corresponding Association of Science and Technology establish 10 demonstration villages (amounts to 92), so 1045 demonstration villages will be established in the whole province in three years.

II. Goal of the project

In the above establishment activity, **according to the demand of the market**, the local Associations for Science and Technology helps each village to make an accurate development projects and **does a good job of training local villagers with the rural practical technical** around the project and has a foothold of training to promote agricultural sci-tech popularization. Meanwhile, such able persons as the specialized households and **ruralists** are especially supported, the representatives of getting rich by science and technology are established, market circulation of whole production is invigorated through various kinds of professional technique association, and rural industry upgrading and increasing peasant's income are promoted.

Through the pilot project and demonstration of these villages, the project will promote the progress of spreading science and technology to rural peasants of the whole province.

III Implementation process and result estimation of the project

1. Departments and organizations involved in the project

The Associations for Science and Technology of the province and city and county and the organization departments of the province and city and county of the CPC are the first organizers and promoters in the activity, and relevant professors, experts and the teachers of Jiangxi Correspondence University of **spreading enrichment technology** are the first spreaders. **Agricultural technicians, ruralists** and key members of rural professional technique association are the first audiences and are also the second organizers and persons who spread of science and technology at the same time; "demonstration households" of the model villages are the second audiences; All the peasants of the **model** villages become the ultimate audiences.

2. Idea of spreading science and technology

Science is spread by the way of filling the air and from the senior to the base, through scientific demonstration (experiment), interest of audience is stimulated with scientific view instead

of proved view, and scientific affinity is improved. "Agriculture, science and education "comprise an organic integrity, and make science and technology play great role in the progress of economy and society with the points boosting the panel.

3. Implementation [process](#) of the project and main method

For example, the Lujia village of Shanghu township in Gao'an City in Yichun district, the village composes of 8 natural villages and 8 villager groups with 1268 persons, 340 households, 656 workforces, 220 people with junior middle school 18-55 years old among them, 24 members of the CPC and 1870 mu cultivated area. Most peasants of the village are engaged in the farming, and the main economic income comes from vegetables production. The original cultivated area of vegetables is 400 mu, of which the area of large canopy is about 200 mu. The variety of vegetables is mainly such "[staple vegetable](#)" as hot pepper, cabbage, etc. [The rural per capita net income was RMB 1,560 Yuan](#) in 2000, and collectively income is [RMB 3,000 Yuan](#).

Working approach: According to the actual conditions of the Lujia village, "leading group of establishing activity" selects the projects according to the market, pays special attention to training enclosing the projects, urges to popularize projects on the base of training, supports the able person as model, relies on the association to promote circulation, upgrades industrial framework to increase benefit, places equal emphasis on material and ethical progress, enriches the village and the villagers. And it strives for adjusting the variety and structure of vegetables by introducing such new varieties with profitable economy as the aquatic vegetables (lotus series in Hubei Province, [Zizania aquatica](#) series in Hubei Province) and hot pepper against season (Ping pepper No.3) and so on, and planting experimentally and demonstration. Planting scale was expanded after achieving success and one hundred mu demonstration base with aquatic vegetables high production and one hundred mu production bases with hot pepper against season and a comprehensive three-dimensional cultivation base were built up.

[The main methods:](#)

(1) Deliberate organization and departmental cooperation [from superior to inferior](#)

An organization network that is well versed [from superior to inferior](#) is established by finalizing the special messenger from the county-level city, township and village responsible for establishment. The municipal committee of the CPC and municipal government found the leading group of "[model enrichment village](#) by means of popular science in the 21st century". And the Association for Science and Technology of the city sets up strict rules and regulations and stipulate that every Monday is workday of model village and [views establishment as the chief task](#). And Shanghu town and Lujia village appoint the special cadre to take charge of the work. Meanwhile, establishing the work of model village is regarded as objectives to be examined in management. Implementing scheme and requests of establishing activity is made and requests of establishing activity are ascertained according to the actual conditions of the Lujia village. And working responsibility of every member departments is established clearly. One routine conference per season must be held and summary per half a year is made and notified.

(2) Building the atmosphere, propagating and agitating

First, [the plaque](#) of "[model enrichment villages](#) by means of the rural popular science in Jiangxi Province in the 21st century" is set up at the gateway of the village by the highway (peasant's passion of getting rich will be boosted).

Second, "popular science galleries" with 6 meter long is set up in village committee. One "[popular science blackboard newspaper](#)" per natural village is built to propagate various kinds of practical sci-tech knowledge to peasants according to different farming season.

Third, one "popular science stacks at village level" with a area of 30 square meters is built to offer the place to study and to exchange and it has various kinds of scientific and technological books 4000 over volume and subscribes "rural know-all" and "bulletin of enrichment by science and technology", etc. for peasants.

Fourth, "agricultural coaching center for correspondence university at village level" and "Party school at village level" are founded and such audio-visual education program equipment as color TV , VCD , video cassette recorder and sci-tech CD, etc. are allocated, popular science VCD slice is showed for villagers regularly. Meanwhile sci-tech training is irregularly carried out to peasants according to the need.

(3) Optimizing service and orientating with the policy

First, the scientific and technological service is launched on the base of building the base. According to the few farmlands, a lot of shoals, few vegetables varieties and old varieties, the Municipal Organization Department of the CPC and the Municipal Association for Science and Technology help them to choose developing the paddy field vegetables as the breach. And "lotus series" and " *Zizania aquatica* series " from Wuhan of Hubei that are the best and the most new varieties in China are introduced and planted experimentally and expanded. A profit of RMB 260,000 Yuan is created only on the planting paddy field vegetables. And per household obtains an increase of RMB 4060 Yuan on income. Meanwhile one hundred mu of lotus roots and *Zizania aquatica* series high-yield model bases has been established. According to peasant's demand, vegetables research institute introduces "Ping pepper No. 3" from Pingxiang and develops the delayed production of the hot pepper after autumn and sets up one hundred mu production base of hot pepper in autumn. To utilize water resource fully in village, the three-dimensional cultivation pattern of breeding fishes in water and raising ducks in the surface of water and feeding pigs at the bank is set up. At the same time, concrete preferential policy about the respect of sci-tech popularization and sci-tech demonstrating etc. is successively drawn up. Namely, on one hand, "model households of planting" are given the special favors and each household is given subsidy of RMB 200 Yuan of planting experimentally and free better seeds. "Award of the lotus" and "Award of the hot pepper" are set up And for the persons who make an outstanding achievement, besides rewarding RMB 200 Yuan, they are organized to go to Wuhan, Changsha, Nanchang, Pingxiang and other districts to investigate vegetables production and widen the vision and improve quality. On the other hand, the project worth popularizing is prior to be assisted. For example, developing the aquatic vegetables project and the delayed production project of the hot pepper in autumn is supported by the Association for Science and Technology of the city regardless of the variety and administrative skill measures, and so villagers' enthusiasm of learning and utilizing new science and technology villagers is promoted.

(4) Strengthening training on the base of science and technology.

A perfect network of the scientific and technical training is established, popular science and technology are taught to the villagers. Some students are recruited to the Agricultural Correspondence University and study by stages. According to farming season, expert's technological service teams are organized to enter into the villages and offer pointedly technological guidance and market information to peasant household. Short, adaptable and fast training classes of practical technique are irregularly held up by the agricultural expert engaged to teach peasants science and technology with face-to-face and teach-by-doing forms at the edge of a field. Over the past three years, all the villagers of the right age of this village have accepted sci-tech training in rotation and grasp 1~2 practical technique. 110 peasants have also got the course-completion

certificates that are awarded by Jiangxi Agricultural Correspondence University.

(5) Innovating working mechanism and making the agro-technical association "tug" the activity.

The history of the planting vegetables is very long in Lujia village and there is certain scale. And hot pepper has the amount of 500,000 kg every spring. The sale forms include mainly purchasing to the dealers and selling directly to households by the spontaneous joint of the households going all out by car, **but the price fluctuates in response to market conditions**. Failing to connect with the market, it is certainly passive. So the Association **for** Science and Technology of the city specially organizes the vegetable growers to go to Wuhan, Changsha, Pingxiang and other places to investigate the wholesale market of vegetables and to grasp market conditions, and leads actively them to establish the association of vegetables professional technique, and sets up service company of vegetables, and offers actively antenatal, in production and postpartum scientific and technological service to them, propagates the information and science and technology to them in time, and has erected a golden bridge between peasant household and market by combining peasant households with wide market. At the same time, according to the development trend of the local vegetables industry and together with the municipal organization department of CPC and Shanghu committee of the CPC, it incubates to set up a large-scale vegetables trade wholesale market in the Lujia village to facilitate commodity circulation and to promote an advance in local economy.

(6) Establishing the model and advancing the project by demonstration.

In the course of establishing **model** village, "leading group of establishing activity" attach great importance to typical demonstration. It select 5 vegetable growers with better quality and planting technology and having spirit of pioneer and of enterprise every year, and train them and organize them to go out to investigate, and let them take the lead to plant experimentally vegetables, and propagate sci-tech knowledge for other peasants through them, and accelerate the popularization process of science and technology.

4. Results and appraisal

Through this activity of establishing **model** villages, the cultivated area of vegetables is increased to 750 mu, of which 100 mu of lotus roots and 650 mu of **hot** peppers in Lujia village of Shanghu town in Gao'an city in Yichun district. By the end of 2002, **the rural per capita net income** is up to more than RMB 4,000 Yuan, collective income of the village RMB 36,000 Yuan. Spreading science and technology has produced the following results:

- (1) The scientific and technological quality of the member of the **CPC**, cadre and most peasants is obviously improved in **model** village. All workforces that age is between 20 and 25 accept training of the rural practical technique and complete workforce grasp **1-2 practical technique of enrichment**.
- (2) **The rural per capita net income** increases beyond double, and collective economy in the village is being strengthened constantly;
- (3) Industry with certain scale and scientific and technological content **have already formed**, the agro-technical association play a role in the rural economy.
- (4) The installation of science popularization has been obviously transfigured in model village. Now there are stacks, galleries, model base of science popularization and scientific and technological coaching center at village level, etc.
- (5) Such good social conducts as doing away with superstitions and advocating the scientific civilization have formed in model village.

Appraise:

1. Through this establishment, The interest of local peasants about studying and utilizing science knowledge have been trained, the scope and depth that science and technology are used in the

countryside have been expanded, the conversion ratio of science and technology and utilization ratio in the countryside was improved, and rural economy and social development in an all-round way were promoted.

2. However, the level of exerting agricultural science and technology on planting and feeding is not high for local peasants, and the profit is also lower.
3. The scale is not great enough and the industrialization is still in the course of embryonic form.
4. The transformation of such agricultural products as processing of agricultural products is undeveloped, and their additional profit is relatively small.

IV The information of correspond author and witness

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