

How Township Agricultural Machinery Managers Can Improve Agricultural Machinery Promotion Work Under the New Situation

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Abstract: *In recent years, with the development of agricultural mechanization, the national demand for agricultural machinery has been increasing. However, due to the low cultural quality of farmers and their insufficient understanding of agricultural machinery use, the development of rural agriculture has been restricted to a large extent. To this end, relevant government departments should take practical and effective measures to improve farmers' ideological awareness and technical skills, and promote agricultural technological progress. This paper mainly discusses how township agricultural machinery managers can do a good job in agricultural machinery promotion, aiming to further expand the application scope of agricultural machinery.*

Keywords: New Situation; Township Agricultural Machinery; Managers; Agricultural Machinery Promotion; Promotion Strategies.

1. INTRODUCTION

In the past, agricultural machinery promotion in China was mostly carried out manually, which was not only time-consuming and labor-intensive but also inefficient, resulting in a great deal of resource waste. Especially in recent years, with the continuous advancement of urbanization, more and more farmers have moved to cities, while the number of high-quality laborers in rural areas has been decreasing. With the support of agricultural machinery, farmers' burdens can be effectively reduced, and in the long run, farmers' income can also be increased. In addition, appropriate agricultural machinery promotion can improve the efficiency of agricultural production, reduce or avoid the waste of human, financial, and material resources, thereby promoting the improvement of the agricultural production structure and the rapid development of agricultural undertakings.

2. IMPORTANCE AND CONTENT OF TOWNSHIP AGRICULTURAL MACHINERY PROMOTION

In the past, agricultural machinery promotion in China was mostly carried out manually, which was not only time-consuming and labor-intensive but also inefficient, resulting in a great deal of resource waste. Especially in recent years, with the continuous advancement of urbanization, more and more farmers have moved to cities, while the number of high-quality laborers in rural areas has been decreasing.

First, we need to promote the testing of agricultural machinery products. When a brand-new agricultural machinery product is launched, agricultural machinery promotion personnel should inspect the new product, promote those with stronger practicality and usability, and check the results, thereby facilitating the smooth development of agricultural machinery promotion work. Second, agricultural machinery workers should have a comprehensive understanding of agricultural machinery knowledge. In the promotion of agricultural machinery, professional knowledge and modern technology should be relied on to allow farmers to personally experience the advantages of agricultural machinery. Third, train farmers to master relevant maintenance knowledge of agricultural machinery so that they can perform simple repairs for minor faults during machine operation. Finally, scientific planning of agricultural machinery promotion is required. Agricultural machinery management departments should propose corresponding technical measures based on local agricultural production conditions to promote the sustainable development of agricultural machinery promotion work.

3. CURRENT SITUATION OF TOWNSHIP AGRICULTURAL MACHINERY MANAGEMENT PERSONNEL IN PROMOTING AGRICULTURAL MACHINERY UNDER THE NEW SITUATION

3.1 Problem of Insufficient Agricultural Machinery Promotion Efforts

Under the new situation, the secondary and tertiary industries have gradually risen, and many township governments have gradually increased their publicity and investment in these two industries, while paying less and less attention to agriculture. The insufficient attention paid by township governments to agricultural development, as well as insufficient investment in funds and human resources, has seriously restricted farmers' production enthusiasm. In addition, due to farmers' insufficient demand for agricultural machinery and the government's insufficient support and guidance for agricultural machinery, they cannot correctly grasp the advantages and disadvantages of agricultural machinery. Therefore, while focusing on agricultural development, we should vigorously develop the secondary and tertiary industries and strengthen the promotion of agricultural machinery.

3.2 Problem of Not Conforming to Agricultural Development Needs

Currently, there are many problems in China's agricultural machinery promotion, such as outdated content and forms, which cannot meet the development needs of society and the rural market. Farmers have a certain subjective consciousness in the selection of agricultural machinery and tools. If agricultural machinery promotion projects are not suitable for local economic development, it will inevitably lead to the failure of normal agricultural machinery promotion work. To this end, innovations must be made in technical means and methods to make up for the deficiencies in a relatively short period of time.

3.3 Problem of Unreasonable Personnel Allocation

At present, most towns and townships in China have established agricultural machinery management organizations, which maintain a relatively independent management system after their establishment. However, relatively few people are truly involved in the work of agricultural institutions. Since township comprehensive management departments are responsible for agricultural machinery and other agricultural-related administrative work, full-time personnel have been assigned in some towns and townships. Currently, China's agricultural machinery management departments also face issues such as one person holding multiple positions concurrently, preventing their functions and values from being fully realized. This has led to township agricultural machinery management personnel being unfamiliar with professional knowledge, resulting in grassroots agricultural machinery management work failing to achieve ideal results.

4. MEASURES FOR TOWNSHIP AGRICULTURAL MACHINERY MANAGEMENT PERSONNEL TO DO A GOOD JOB IN AGRICULTURAL MACHINERY PROMOTION UNDER THE NEW SITUATION

4.1 Improve the Professional Level of Promotion Personnel

The success of agricultural machinery promotion work is directly related to the professional level of promotion personnel. Therefore, improving the professional quality of promotion personnel has become the focus of current work. It is necessary to strengthen the training of agricultural machinery management personnel, regularly hold professional knowledge lectures and technical exchanges to ensure that they can proficiently master the knowledge of agricultural machinery use, maintenance and management. Through systematic and professional training, their theoretical level and practical ability can be improved, enabling them to effectively deal with various problems encountered in daily work. Adopt various forms of learning and exchange mechanisms to promote cooperation with agricultural machinery enterprises and scientific research institutions. In the cooperation, promotion personnel can not only learn about the latest developments in agricultural machinery, but also enhance their practical operation ability through field visits and technical guidance. This interactive learning method helps promotion personnel update their knowledge in a timely manner and adapt to the ever-changing needs of agricultural mechanization development. Regular assessments should be conducted on agricultural machinery promotion personnel, combining their professional knowledge, promotion ability and actual work performance, and through incentive mechanisms, prompting them to make continuous progress. Such assessments can not only reflect the work effectiveness of promotion personnel, but also stimulate their learning enthusiasm, encouraging

them to work harder in their positions and continuously improve their professional literacy. Understanding the source, development and changes of policies can not only improve their policy theoretical level, but also enable them to serve farmers more accurately in the promotion process, ensuring that agricultural machinery promotion is in line with national and local development strategies. This multi-faceted improvement will greatly optimize the overall level of township agricultural machinery promotion work and serve farmers more effectively.

4.2 Build Agricultural Machinery Innovation Demonstration Bases

To promote the widespread application of agricultural machinery, establishing agricultural machinery innovation and demonstration bases is another important measure. These bases are not only experimental grounds for new types of agricultural machinery but also key platforms for advancing the application of modern agricultural technologies. By setting up such demonstration bases, the effectiveness of advanced agricultural machinery can be fully showcased, providing farmers with opportunities for on-site visits and hands-on experience, thereby increasing their understanding and confidence in new technologies and equipment. The site selection for demonstration bases should consider regional characteristics, crop types, and market demand, prioritizing towns and townships with better agricultural production conditions and a stronger willingness to adopt technological applications. Additionally, close cooperative relationships can be established with local farmer cooperatives, agricultural enterprises, and research institutions to jointly develop agricultural machinery products suitable for local conditions, ensuring that the outcomes of the demonstration bases meet market demands and fundamentally enhance promotion effectiveness. The operational model of the demonstration bases should also be diversified; in addition to conducting training and demonstrations on agricultural machinery operation, they should integrate modern information technology and use internet platforms to push relevant technical information and usage guidance. Through video tutorials, online consultations, and other methods, the accessibility and convenience of promotion can be improved, benefiting a wider range of farmers. At the same time, regular activities such as agricultural machinery operation skill competitions and agricultural machinery application experience exchange meetings can be held to stimulate farmers' enthusiasm for participation, increase information sharing, and facilitate technology dissemination.

Experts and professional farmers should regularly visit the demonstration bases to provide on-site guidance and interactive exchanges. This expert-led model can not only provide farmers with more professional support but also promote the continuous updating and improvement of agricultural machinery technology, enhancing the scientific nature and effectiveness of the entire agricultural machinery promotion. In the process of building agricultural machinery innovation and demonstration bases, attention should also be paid to attracting media attention and promotion, spreading the successful experiences and typical cases of the demonstration bases through various publicity channels. Good publicity can not only expand the influence of the demonstration bases but also enhance the social recognition of agricultural machinery promotion work, thereby creating a favorable public opinion environment and further promoting the popularization of agricultural machinery.

4.3 Strengthening the Promotion and Publicity of Agricultural Machinery

Farmers are the biggest beneficiaries of agricultural machinery promotion activities. At the current stage, farmers generally have low cultural quality and weak ability to accept new things, and some farmers still use traditional, high-intensity farming methods. Therefore, agricultural machinery promoters should use various advanced multimedia technologies, such as radio, television, and new media, to bring farmers a large amount of information on economic benefits, technology, and markets, so that they can fully understand and master new machines and technologies, thereby enhancing their confidence in agricultural machinery. In addition, agricultural machinery promoters should vigorously publicize the important role of agricultural mechanization in promoting rural economic development, promote the rational use of agricultural machinery in agricultural production, let farmers truly feel the practical benefits brought by agricultural mechanization, change their way of thinking, and improve agricultural economic benefits.

4.4 Strengthen the Management of Agricultural Machinery Maintenance Outlets

During the use of agricultural machinery, various faults will inevitably occur. To ensure the normal operation of agricultural machinery, the normal production of farmers, and increase the service life of agricultural machinery, it is necessary to strengthen the repair and maintenance of agricultural machinery. This requires relevant departments to guide the society in establishing maintenance outlets, conduct regular investigations and understanding of the actual use of agricultural machinery, truly understand the needs of farmers, solve various

difficulties for them, and carry out maintenance work. Relevant departments should also carefully inspect the quality of agricultural machinery and the use of various accessories, earnestly implement the "three guarantees" (guarantee of repair, replacement, and refund), and provide reliable guarantees for the development of agricultural mechanization and agriculture. It is necessary to ensure that the services of each maintenance point cover all villages, farmers, and fields, and give full play to the social service function of maintenance points. Agricultural technology promoters should do more practical work to effectively help farmers solve various problems in the use of agricultural machinery. In addition, during operation, each outlet should actively contact and communicate with farmers, explain the maintenance methods of agricultural machinery to them, so that when they use agricultural machinery, they can reduce the loss of agricultural machinery and increase the service life of agricultural machinery.

4.5 Promote the Development of Large Agricultural Machinery Households

Due to the increase in the number of large agricultural machinery households, higher requirements have been put forward for the service work of agricultural machinery promotion teams. Land transfer has spawned a large number of farmers. To achieve large-scale production, a reasonable mechanized production model must be adopted to ensure food security. Agricultural machinery professional cooperative organizations should be taken as the leader to drive small farmers to participate in agricultural production and operation. For large agricultural machinery households to achieve better operations, high-quality operational services must be provided to them. At the same time, it is necessary to strengthen collaboration with agricultural machinery cooperative units, give full play to the role of finance and technology, and play a good demonstration role.

5. CONCLUSION

In summary, to promote the modernization of China's agriculture, the focus must be placed on agricultural machinery promotion. To this end, relevant agricultural machinery management departments should increase publicity efforts on agricultural mechanization, so that farmers can gain a deeper understanding of agricultural mechanization, thereby promoting the rapid development of agricultural mechanization and science and technology. Only in this way can the smooth development of agricultural machinery promotion work be ensured, farmers' income be increased, and the country's agricultural production be driven to develop rapidly.

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