

Study on the Promotion of College Students' Returning Home Development on Rural Revitalization

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Abstract

The key to rural revitalization lies in talents, and innovative college students are an important force to promote agricultural modernization and industrialization, extend the value chain of agricultural products, and enhance rural cultural taste. College students returning to their hometowns to start businesses can not only solve their own employment problems well, but also display their talents, test their learning and temper themselves in grass-roots practice. At the same time, they can help develop rural industries and lead the villagers to get rich. This paper focuses on the significance, problems and strategies of young college students' returning home. On the research subject, we pay more attention to the problem of college students' returning to their hometowns, and think that in the process of national modernization, we should strengthen the mission responsibility of young college students, encourage more young college students to return to their hometowns for employment and entrepreneurship after graduation, contribute their own intelligence and wisdom to the beautiful picture of rural construction, and at the same time enhance their own value.

Keywords

Rural Revitalization; College Students; Development Dilemma; Coping Strategy.

1. Introduction

Rural revitalization is an indispensable task in China's socialist modernization, and one of the key links is talent revitalization, which is the main force to promote social development. In the past development, the countryside lacked the supply of young talents, and young talents tried their best to seek the living space and sense of belonging of big cities, and few people were willing to take the initiative to participate in the development and construction of villages and towns. Nowadays, the grand plan of rural development has a great attraction to young college students, and the full implementation of rural revitalization strategy is also in urgent need of talents. Young college students have professional knowledge, good quality and passion for struggle. Guiding them to actively participate in rural construction can provide good services for rural development and play a leading role in functional demonstration.

2. The Necessity of College Students' Returning Home Development

2.1. College Graduates' Entrepreneurship in Rural Areas has a Significant Effect on Employment

First of all, college students' entrepreneurship has achieved their own employment and improved the overall employment rate of college students. Under the impact of uncertain market, graduates are facing greater employment pressure. Encouraging college graduates to start their own businesses can alleviate their employment pressure and improve the overall employment rate. Secondly, college graduates' entrepreneurship has promoted the overall employment rate of the society. College students' entrepreneurship not only solves their own employment problems, but also creates more jobs for entrepreneurial places, thus increasing

the local employment rate, promoting the retention of rural labor force and realizing more local transfer of rural labor force.

2.2. It is of Practical Significance to Practice the Rural Revitalization Strategy

The strategy of rural revitalization is an important development strategy that promotes the trinity of rural areas, agriculture and farmers in an all-round way based on the actual situation of rural areas in China. It is of milestone significance to the promotion of rural revitalization and the improvement of life. The proposal of rural revitalization strategy and various policies of HP bring new vitality to rural social and economic development. Rural development and implementation of rural revitalization will give birth to more entrepreneurial opportunities, and the tendency of policies also gives more possibilities and feasibility for entrepreneurial success. To revitalize the countryside, talents must go first, and we must firmly focus on the key link of talent building, so as to make the promotion of talents to rural revitalization a new bright spot. We must attract not only management talents, but also technical talents, and attract outstanding college students to become leaders who lead the people to become rich, and attract outstanding college students to become the key forces in rural revitalization and agricultural revitalization.

3. Difficulties in the Development of College Students Returning Home

3.1. The Advantages of Rural Employment Policy are not Obvious

Under the background of vigorously promoting rural development, local governments have formulated some incentive policies, such as employment subsidies, transportation subsidies, cash rewards, etc., to attract young college students to return home for employment and entrepreneurship. Although these policies are more useful than in the past, their advantages are not obvious compared with cities. Nowadays, in the process of rapid development, new first-tier cities have also introduced incentive policies such as preferential housing purchase and employment subsidy, and given higher wages, more employment choices, more perfect vocational training system, and social security system, etc. than rural areas. Therefore, the attraction of urban cities to young college students will also increase. However, rural subsidies and incentives are not prominent, and the convergence of policies in neighboring villages is serious. Therefore, the advantages of each village in attracting talents and competing links are greatly weakened. The reason is that the rural areas have a two-way inaccurate grasp of their own characteristics and the young college students returning home, that is, they fail to introduce corresponding preferential policies and service policies in combination with the main needs of rural advantages for the development of young people returning home. When young college students return home, they pay high attention to preferential policies and service policies, etc. If rural policies do not reflect local uniqueness and pertinence to young college students, it will be difficult to attract young college students to return home. Even if they return home, they will not be competent for related technical work for a long time because of lack of learning and training opportunities, which is not conducive to their career development, and eventually leads to young college students' retreat in employment.

3.2. Lack of Practical Experience in Returning Home to Start a Business

At present, the scale of college students' returning home to start a business is different, and the entrepreneurial content fields are different. First, they are mainly concentrated in the planting field of cash crops, mainly fruits, vegetables, flowers and other economic crops; Second, animal husbandry is the mainstay, such as chicken farms, pig farms, fish ponds, etc. Third, it is a type of entrepreneurship based on industrial production, including service-oriented entrepreneurship such as decoration, housing construction, transportation and housekeeping. However, due to the lack of good technical and management experience, returning home to

start a business often looks beautiful, but it is actually difficult. The lack of professional and technical personnel's guidance and the full help of the government think tank make it difficult for college students to start their own businesses without technical and experience guarantee.

3.3. Rural Infrastructure Construction and Service Level are Backward

With the promotion of rural revitalization strategy, the gap between urban and rural areas has gradually narrowed. However, there are still many backward links in the development of rural areas, and there is still a gap between rural areas and urban areas in terms of infrastructure and service system, which to some extent will cause worries for college students to return home. First of all, in terms of rural life, the infrastructure and public services are poor, such as the relatively backward health care infrastructure and service system, which are mainly manifested in the fact that the equipment is not advanced and the medical staff are unprofessional in their professional ability and attitude, etc. These are the key factors that hinder college students from returning to their hometowns for employment. On the one hand, this situation can't provide a good employment environment for young people, and the backward equipment limits the ability of high-tech talents. On the other hand, it also leads to college students' lack of confidence in rural infrastructure and services, and they can only be discouraged from returning home for employment.

Secondly, in terms of cultural environment, cultural facilities and cultural atmosphere are insufficient. For young college students who are full of vigor and vitality, their lifestyles are richer, and they pay more attention to the filling of spiritual world while pursuing material life, that is, they need places where they can often study, entertain and relax after work. However, there is a lack of cultural infrastructure in rural areas, and a good cultural atmosphere has not yet been formed. Such a cultural environment is likely to make young college students have a big psychological gap, thus causing worries about returning home.

4. Countermeasures to Solve the Development Dilemma of College Students' Returning Home

4.1. Optimizing Rural Employment and Entrepreneurship Policies

First of all, it is necessary to optimize the employment policies for young college students returning home, highlight the characteristics of regional policies, and widen the gap with the urban talent policies. The focus of young college students' employment choice is different from person to person. The government should provide diversified and flexible talent introduction schemes, so that young college students can be satisfied with their job security, career development, social insurance and welfare benefits, and reduce their worries about returning home.

Secondly, the grass-roots government can also provide tax incentives, preferential fees, preferential loans and other support policies for entrepreneurial youth. Improve the entrepreneurial service system, such as setting up an entrepreneurial incubation base, and providing entrepreneurial services for newly graduated young college students in many aspects, such as service room, creating business field, policy guidance, capital application, consulting and planning, project consultant, etc.

4.2. Colleges and Universities Should Lay the Foundation of Entrepreneurship for College Students

Colleges and universities should create a good entrepreneurial atmosphere for returning home, and enhance college students' self-confidence and enthusiasm. Strengthen the propaganda of the latest preferential policies to promote college students' returning home to start their own businesses, so that college students who have the willingness to return home to start their own

businesses can grasp more comprehensive information on entrepreneurship and employment in time. Conduct lectures or symposiums on returning home to start a business, and guide rural college students to actively participate. Invite outstanding students who have achieved successful entrepreneurial employment in rural areas to share their experiences with college students who are willing to return home to start their own businesses, and set a typical example for them.

It is necessary to strengthen the construction of employment and entrepreneurship training system, and make a stable help plan for the development of college students. The training content of entrepreneurship should be combined with the actual needs of youth work, and the useful advanced experience and advanced skills can be really learned in the training, so as to provide a guarantee for their career development. In addition, the training forms should pay attention to diversity and interest, and should not be limited to a single form. Training lectures, on-site one-on-one guidance, employment and entrepreneurship exchange seminars, etc. can be organized, so that college students can really combine theory with practice closely and escort their career development.

4.3. Improve Rural Environmental Construction and Service Level

Perfect public service is an important prerequisite for attracting college students to return to their hometowns. Only by keeping up with the supporting facilities and service system can we create a good living and working environment for them, so that college students can dispel the concerns of backward rural infrastructure when choosing employment, and make a firm choice of returning to their hometowns for development.

The first is to improve the living environment in the countryside. When returning home, young college students pay more attention to medical care, education, public transportation, network and other infrastructure. Sound living facilities and good living services are the necessary contents to ensure the basic living conditions of young people, which are related to the education of young children, family medical care and convenience of life. Therefore, on the one hand, the grass-roots government should pay attention to increasing capital investment and support, and improve the infrastructure construction and service level of education, medical care, transportation, etc. On the other hand, we should vigorously develop the economy, realize the flow of factors between cities and villages, and take the development road of taking cities with villages to ensure the life of young college students.

Second, we should strengthen the construction of rural humanistic environment. Humanistic environment construction helps to form a good rural civilization, which can greatly attract young college students. For example, you can invest in the construction of rural bookstores to provide a good place for residents to read; You can also make use of the local characteristics to build cultural tourism projects. Creating a good cultural environment through various cultural services can not only immerse college students in a strong cultural atmosphere, but also help them to improve their cultural literacy in leisure time.

5. Conclusion

At present, college students are the main force to start businesses in their hometowns. To encourage college students to start businesses in their hometowns, efforts should be made to stimulate their entrepreneurial will and enthusiasm and improve their own quality. In addition, it is necessary to constantly optimize organizational management and improve interpersonal skills. Rural revitalization is an important link in China's modernization drive. It can't succeed casually.

It is necessary for the majority of young college students to establish firm ideals, give full play to the spirit of selfless dedication and not afraid of hardship, devote themselves wholeheartedly

to the overall construction of the countryside, and realize their youthful dreams through hard work.

Acknowledgments

This research was supported in part by Teaching reform and research project of Taishan University (JG202182) and 2022 Tai'an Philosophy and Social Science Research Planning Project.

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