

Research on the Dilemma and Countermeasures of Migrant Workers Returning Home to Start Their Own Business under the Background of Rural Revitalization

-- Take Bengbu City in Anhui Province as an Example

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Abstract

With the comprehensive and orderly development of the rural revitalization strategy, it needs to inject fresh blood, and returning migrant workers just add new vitality to this. In order to deeply study the difficulties encountered by migrant workers returning to their hometown to start their own businesses under the background of rural revitalization and the countermeasures, this paper adopts the field interview method, literature research method and questionnaire survey method to carry out a survey in Bengbu City, Anhui province. Through the investigation, it is found that the difficulties faced by migrant workers returning home to start their own businesses are as follows: the publicity channels are not smooth; The implementation of supportive policies is lacking; Difficulties in financing loans; Rural land circulation is difficult; The cultural quality of migrant workers is not high. In view of this, the paper puts forward the countermeasures to promote the problem of migrant workers returning home to start their own businesses: build an entrepreneurial information platform; Increase policy support; Smooth loan financing channels; Reasonable transfer of land resources; Conduct entrepreneurship training and counseling. The purpose of this paper is to guide migrant workers to return home and start their own businesses reasonably and effectively, so as to promote the implementation of rural revitalization strategy.

Keywords

Rural Revitalization; Return Home to Start a Business; Peasant Workers.

1. Research Background

In his report to the 19th National Congress, the General Secretary pointed out: "Issues concerning agriculture, rural areas and farmers are fundamental issues affecting the national economy and people's livelihood, and we must always make solving these issues among the top priorities of the Party's work [1]." 2021 is the year of the implementation of the rural revitalization strategy and the first year of China's national goal of modernization. If rural areas want to achieve revitalization, they must retain talents. Based on the investigation in Bengbu City, Anhui province, this paper analyzes the status quo of migrant workers returning to their hometown to start businesses, summarizes the difficulties they face in returning to their hometown to start businesses, and puts forward feasible suggestions for returning to their hometown to start businesses in view of the existing difficulties, so as to improve the success rate of migrant workers to start businesses and reveal the boost path behind the return of migrant workers to start businesses, which will have great significance for the revitalization of rural areas.

2. Research Status and Development Trends at Home and Abroad

2.1. Foreign Research Status

Raquel Ferreras Garcia and Jordi Sales Zaguire et al. (2021) further proposed the sense of cooperation and the ability to grasp development opportunities on the basis of innovation ability and risk resilience [2]. It can be seen that the ability of entrepreneurs is multidimensional, and each ability has a certain impact on their entrepreneurial behavior and success rate, but the degree of impact is different. Attention should be paid to the main influencing factors to improve the efficiency of analysis.

Vlachou Charisia and Iakovidou Olga et al. (2021) believe that the preferential tax policies, public services, financial support and other policies or support measures provided by the government for entrepreneurial behavior can play a role in promoting entrepreneurial behavior and help entrepreneurs better cope with entrepreneurial risks [3]. It can be seen that in the process of supporting migrant workers to return home and start businesses, all localities should pay attention to the creation of external entrepreneurial environment.

2.2. Domestic Research Status

Guo Yajun (2022) believes that there are many reasons affecting the new generation of migrant workers to return home to start businesses, including not only their own factors, but also numerous external factors such as national policies [4].

Tao Shuai (2022) summarized the realistic dilemma of migrant workers returning home to start their own businesses in the survey points through the collation and analysis of questionnaire data and interview data [5].

Xu Yongjing (2022) believes that the government should broaden the financing channels for entrepreneurship, optimize the content of guidance and training for returning home entrepreneurs, increase the publicity of entrepreneurship policies, and improve the improvement of the entrepreneurial environment for migrant workers returning home [6].

2.3. Literature Review

Based on the above analysis, it can be seen that both the entrepreneur's own quality and external entrepreneurial activities are important factors affecting entrepreneurial behavior. Domestic scholars analyzed the problem of migrant workers returning home to start businesses from different perspectives, had a profound understanding of the significance and value of migrant workers returning home to start businesses, basically clarified the main problems faced by migrant workers returning home to start businesses, and put forward suggestions for improvement. However, there are also shortcomings, such as few analyses combined with the actual situation in the existing studies.

3. Bengbu City Migrant Workers Back Home Entrepreneurial Motivation

Table 1. Internal motivation of returning home to start a business

		frequency	percent	Effective percentage	Cumulative percentage
effective	Family affection and attachment	25	50.0	50.0	50.0
	Self-worth realization	16	32.0	32.0	82.0
	Contribute to the development of hometown	9	18.0	18.0	100.0
	total	50	100.0	100.0	

After the accumulation of funds for a long time, migrant workers who work outside will yearn for higher needs, such as wanting to take care of the elderly and children at home, eager to reunite with their families, realizing their own value, and participating in the construction of their hometown will become the reasons for them to return home and start businesses. Through the collation and analysis of the questionnaire data, Table 1 is listed.

4. Migrant Workers are Facing Difficulties when They Return Home to Start Businesses

In this survey about returning migrant workers' entrepreneurship, according to the actual situation learned from the field visits and the summary of questionnaires and interviews, the difficulties encountered by returning migrant workers in BengBU City in the process of entrepreneurship are summarized as follows: first, the publicity channels are not smooth; Second, the implementation of supportive policies is lacking; Third, loan financing difficulties; Fourth, the rural land circulation is difficult; Fifth, the cultural quality of migrant workers is not high. Table 2 is arranged according to the questionnaire:

Table 2. The difficulties of returning home to start a business

		frequency	percent	Effective percentage	Cumulative percentage
effective	Difficulties in land circulation	10	15.4	15.4	15.4
	Underfunding problem	22	33.8	33.8	49.2
	Policy implementation is lacking	8	12.3	12.3	61.5
	Low cultural quality	14	21.5	21.5	83.0
	Propaganda channels are not smooth	11	17.0	17.0	100.0
	total	65	100.0	100.0	

What difficulties encountered in the process of entrepreneurship is multiple choice, the biggest difficulty faced by returning home to start a business is lack of funds, accounting for 33.8%; The low level of their own education is the second biggest problem, accounting for 21.5%.

5. The Causes of Migrant Workers Returning Home to Start Their Own Businesses

Table 3. Causes of the dilemma of returning home to start a business

		frequency	percent	Effective percentage	Cumulative percentage
effective	Village cadres do not have a strong sense of service	10	16.7	16.7	16.7
	Local financial input is insufficient	9	15	15	31.7
	Little schooling	18	30.0	30.0	61.7
	Rural financial institutions are single	13	21.6	21.6	83.3
	other	10	16.7	16.7	100.0
	total	60	100.0	100.0	

According to the difficulties of migrant workers returning home to start businesses in Bengbu City mentioned above, the following causes are analyzed, mainly from the aspects of imperfect infrastructure, insufficient local financial investment, single rural financial institutions, weak service consciousness of local cadres and low education level of migrant workers, and Table 3 is listed.

As can be seen from Table 3, the biggest cause of migrant workers' difficulties in entrepreneurship is less schooling and low level of education, which affects the success or failure of entrepreneurship, accounting for 30.0%.

6. Research on Countermeasures to Promote Migrant Workers in Bengbu City to Return Home and Start Their Own Businesses

Based on the new public service theory and human capital theory, and starting from the government level, in view of the existing difficulties, this paper puts forward targeted and feasible suggestions such as building an entrepreneurial information platform, increasing policy support, unimpeded loan and financing channels, rationally transferring land resources, carrying out entrepreneurial training and guidance, and strengthening the functional services of grass-roots governments. Make a contribution to Bengbu City government to solve the dilemma of migrant workers returning home to start businesses and the implementation of rural revitalization strategy.

6.1. Build an Entrepreneurial Information Platform

6.1.1. Expand Diversified Information Channels

Local governments and rural village committees should understand and grasp comprehensive market information from different news channels, and use information transmission platforms such as new media, rural broadcasting stations, wechat public accounts, and short videos to transmit the latest market information to the returning entrepreneurs in the first time to help them expand the scale of enterprises and market scope.

6.1.2. Division of Special Land for the Construction of Returning Home Pioneer Park

When carrying out land planning, local governments can reserve a piece of land for the construction of migrant workers returning home to pioneer parks and characteristic industrial bases. The construction funds of pioneer parks can be jointly funded by the government and entrepreneurs, and the completed workshops and production workshops are used free of charge by the entrepreneurs who contribute.

6.1.3. We Will Expand the "Internet Plus" Business Model

Migrant workers who start businesses should break traditional ideas, expand new sales channels, use the new technology of "Internet +", seize the development opportunities of The Times, carry out online marketing models, and develop e-commerce.

6.2. We Will Increase Policy Support

6.2.1. We Will Continue to Improve Policies to Support Entrepreneurship

Lower the market entry threshold, create a relaxed and free business environment for entrepreneurial migrant workers, follow the principle of "freedom without prohibition of the law" and do not damage the environment as the premise, to provide all possible help for entrepreneurial migrant workers.

6.2.2. We Will Deepen Tax Support Policies

The relevant government departments should implement the preferential support policies formulated by the state for returning migrant workers to start businesses, set up a policy implementation supervision group, open an online anonymous reporting mechanism, and urge

the support policies to enter the families of returning migrant workers. Support for entrepreneurial migrant workers can take the form of tax reduction or exemption.

6.3. Smooth the Channels of Loan Financing

6.3.1. We Will Strengthen Fiscal Policy Support

From the perspective of the new public service theory, the government should assume the necessary obligations and responsibilities and strengthen the implementation of responsibilities. Relevant departments should establish and improve various fiscal policies for returning migrant workers to start businesses, and strengthen cooperation among various departments to ensure the implementation of fiscal policies.

6.3.2. We Will Improve the Establishment of Rural Financial Institutions

The first is to establish a benign competition, multi-functional financial system, the construction of local rural commercial banks, postal savings banks and private trust institutions as the main body of the financing platform. Secondly, based on the financial model of "inclusive finance + digital", and taking advantage of the strategic opportunity of the country to fully implement "Internet +", financial organizations are strongly supported to innovate financing products with the help of "Internet +" technology.

6.4. Transfer Land Resources Rationally

6.4.1. Plan the Land Rationally

The government should formulate a unified standard for land, and incorporate the land used by returning migrant workers to start businesses into the overall urban and rural development and land utilization planning, so as to better manage land.

6.4.2. We Will Strengthen Management of Land Transfer

On the one hand, migrant workers should work with relevant departments to do a good job of land transfer, and the village two committees of each village should strengthen the guidance and publicity of land transfer work. On the other hand, local governments should vigorously support the development of intermediary service organizations and provide services such as information consultation and land transfer qualification review for intermediary service organizations.

6.5. Conduct Entrepreneurship Training and Counseling

First of all, from the perspective of the new public service theory, government cadres should be committed to solving the practical difficulties faced by migrant workers in entrepreneurship and assume corresponding responsibilities. Relevant departments should actively carry out entrepreneurship training and increase the intensity of entrepreneurship training. Secondly, migrant workers who go back to their hometown to start businesses should change their traditional ideas, abandon the traditional small-farmer ideology, keep pace with The Times, have the courage to accept new things and new ideas, and study hard.

7. Research Conclusion

Through questionnaire survey and in-depth interview of Bengbu city and reading a lot of relevant literature, the full text obtained Bengbu city in 2023 to return to the home business situation. According to the survey, the motivation of migrant workers to return home and start businesses is mainly affected by the internal motivation of family affection, self-value realization, contribution to hometown construction and government policy support. According to the questionnaire survey and interview data, the causes of the dilemma are mainly divided into five aspects: first, the imperfect infrastructure; Second, local financial input is insufficient; Third, the rural financial institutions are single; Fourth, the local cadres have a weak sense of

service; Fifth, the education level of migrant workers is low. According to the existing difficulties of the survey sites, targeted suggestions are put forward, such as building an entrepreneurial information platform, increasing policy support, unimpeded loan financing channels, reasonable transfer of land resources, and entrepreneurship training and guidance. Based on this, the full paper aims to have a positive effect on Bengbu migrant workers returning to their hometown to start businesses, to better attract people from outside to return to their hometown to start businesses, and to explore countermeasures and suggestions suitable for large-scale promotion.

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