

Research on the Path of Academic Talents Promoting Rural High-quality Development

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Abstract

Rural High-quality development has become the focus of today's development. However, rural areas are facing population problems such as brain drain, population aging and hollowing out, as well as environmental problems such as medical treatment and education. These problems are that educated talents are unwilling to return home for employment, which hinders the development of rural areas to a better High-quality direction.

Keywords

Return of Educated Rural High-quality Talents; Rural High-quality Development.

1. Obstacles for Educated Talents to Return Home

1.1. Rural Aspects

1.1.1. Imperfect Policy Chain

In order to encourage and guide educated talents to return home for employment, the government has successively issued some preferential policies, but there are still some problems in policy formulation, implementation, publicity and guarantee.

From the perspective of policy formulation, first of all, the pertinence of the policy is not strong and more general. The policy is inconsistent with the actual situation of learning talents returning home for employment, so it is naturally difficult to practice. [1] Secondly, the policy support is not enough. Although the government has provided some financial support for returning educated talents, it still can not meet the financing needs of returning learning talents, which is far from their financing expectations [2]. From the perspective of policy implementation, the policy implementation is not in place. On the one hand, the lack of coordination system among government departments leads to poor work communication, which increases the difficulty of policy implementation and makes the policy implementation not in place. On the other hand, because the approval procedure of the policy is complex, the approval time is too long and it is difficult to implement the policy in place [1]. From the perspective of policy publicity, policy publicity is insufficient. According to the survey (Figure 1), most people know a little about the preferential policies of the government to promote the return of educated talents to their hometown for employment, but the interpretation of the policies is not comprehensive enough, so they need to further study the contents of the policies. From the perspective of policy guarantee, policy guarantee is imperfect. The government pays attention to the introduction of educated talents returning home for employment, but the policies are not perfect in the introduction, training, assessment and guarantee of career development space.

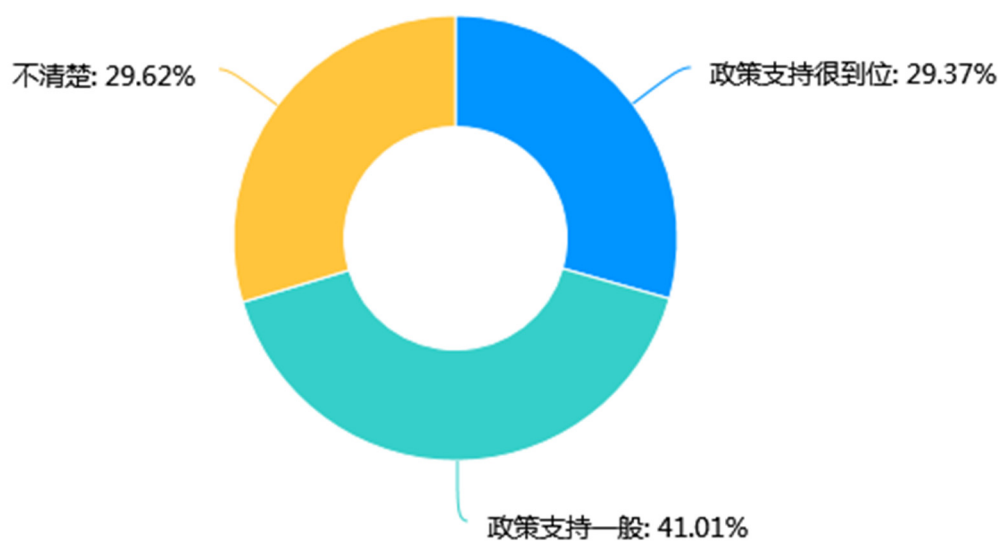


Fig 1. The survey

1.1.2. Unreasonable Industrial Structure

The development of traditional agriculture lags behind. At present, China's agriculture and rural areas are struggling, and the infrastructure of agricultural production is backward. For example, there is a lack of sowing and harvesting equipment, irrigation equipment and pesticide spraying equipment. In the era of rapid development, relying only on traditional manpower and simple machinery for farming greatly reduces the production efficiency of agriculture, and the output can not meet the needs of the people. Engels pointed out that agriculture was the decisive production sector of the whole ancient world, and now it is even more so [3]. Nowadays, China's traditional agricultural structure has lagged behind the development of the times, making educated talents generally tend to cities in the choice of work places. For some educated talents who want to return to their hometown for employment, the salary can not meet the expected requirements, and the employment posts are inconsistent with their majors, resulting in the loss of a large number of young labor force and the shortage of rural human resources reserves, The lack of knowledge of rural labor force is serious, and there are few innovative talents.

The rural industrial structure is single. The development of agriculture and other single industries is the main, and the development of industry and services is also relatively backward and slow. At present, due to the backward production concept of farmers, lack of awareness of sustainable development, low comprehensive benefits of agricultural industrialization, imperfect characteristic industrial chain, weak radiation driving ability of leading enterprises and weak competitiveness of characteristic brands, the low degree of market organization and the low rate of intensive processing of agricultural products make it difficult to realize the integration and development of agriculture and other industries in rural areas. The shortage of relevant professionals in rural areas makes the development of rural industries lack vitality, and it is difficult to realize the integrated development of traditional agriculture and emerging industries. Therefore, educated talents are the backbone to realize the development and transformation of rural industry and the diversification of industrial structure, and help to promote the diversification of rural industrial structure and the reform and innovation of rural industry.

1.1.3. The Overall Rural Environment Needs to be Optimized

Rural infrastructure is the public facilities and services provided for villagers' production and life, which is mainly divided into narrow sense and broad sense. Infrastructure in the narrow

sense mainly includes engineering facilities such as roads, energy and communications, and infrastructure in the broad sense also includes intangible product departments such as culture and education, medical and health care. [4] In the questionnaire survey on the reasons why you are unwilling to return to your hometown for employment, 63.45% think that the supporting facilities such as rural transportation, medical treatment and education are poor (Fig 2). In the survey on what problems do you think exist in rural development, 92.66% of people believe that there is a large gap between urban and rural educational resources and there is a shortage of rural educational resources; 79.24% believed that the rural medical security system was imperfect and the medical conditions were relatively poor (Fig. 3). The imperfect rural infrastructure seriously restricts the willingness of educated talents to return home, especially in hardware facilities such as transportation; The problems of software facilities such as education and medical treatment are particularly prominent.

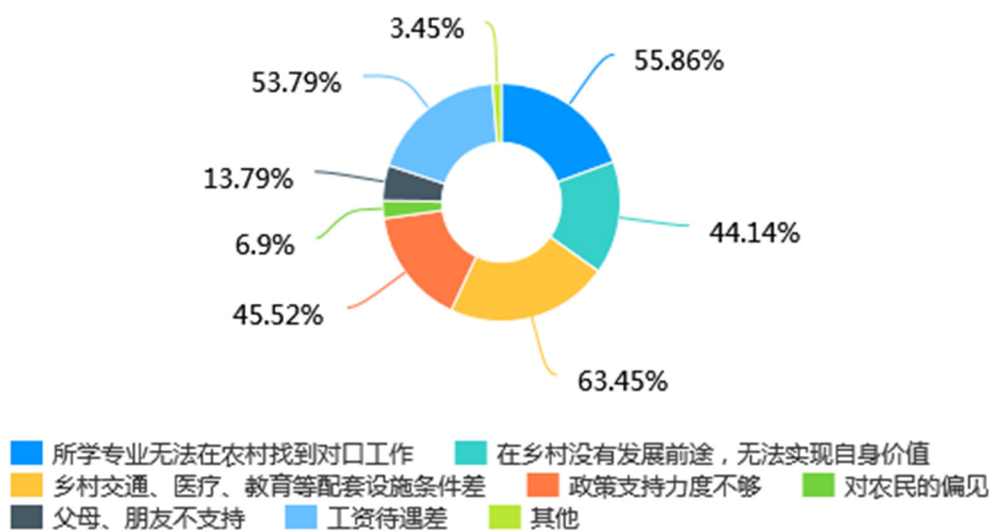


Fig 2. The questionnaire survey on the reasons why you are unwilling to return to your hometown (a)

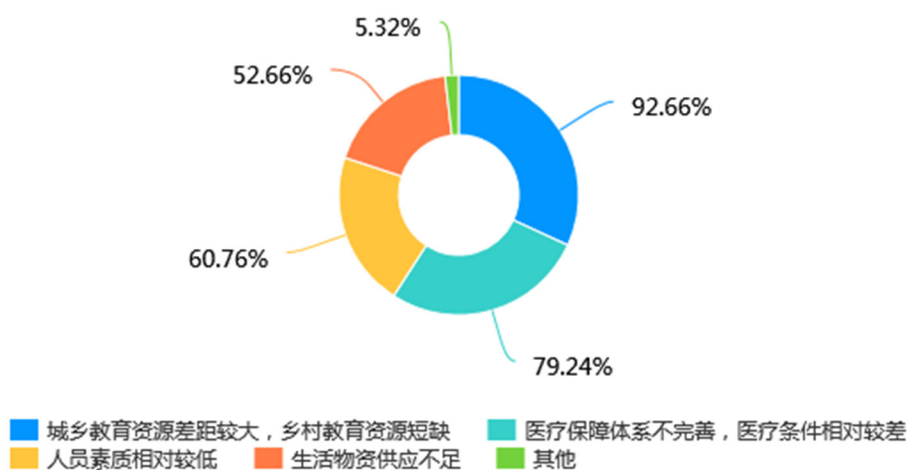


Fig 3. The questionnaire survey on the reasons why you are unwilling to return to your hometown (b)

Rural traffic environment according to the data of the third agricultural census (Table 1), there is still a lack of traffic facilities in towns and villages, especially in towns with railway stations, villages with street lamps on the main roads in the village and the pavement types of the main roads in the village, there is a large difference between the East, the West and the northeast.

Table 1. Township and village transportation facilities

(Company: %)

Index	Whole country	Eastern Region	Central Region	Western Region	Northeast Region
A town with a railway station	8.6	7.6	8.3	7.7	18.0
Towns with docks	7.7	10.0	8.5	6.7	3.3
Towns with expressway entrances and exits	21.5	28.9	22.6	17.0	19.9
A village connected by road	99.3	99.9	99.5	98.3	99.7
Villages divided by pavement types of main roads in tongcun					
#Cement pavement	76.4	76.4	86.1	70.2	59.3
Asphalt pavement	20.2	22.2	12.3	22.5	35.1
Gravel pavement	2.3	0.6	1.0	5.3	3.5
Villages divided by pavement types of main roads in the village					
#Cement pavement	80.9	84.0	89.7	72.7	60.0
Asphalt pavement	8.6	11.1	3.4	9.0	15.9
Gravel pavement	6.7	2.4	4.7	11.7	18.9
A village with street lights on the main roads in the village	61.9	85.9	59.8	35.5	54.1
Distance from the village committee to the farthest natural village or residential settlement					
Within 5km	90.8	97.1	93.0	80.7	90.9
6-10km	6.6	2.3	5.5	13.0	7.1
11-20 km	2.0	0.5	1.3	4.6	1.6
More than 20km	0.6	0.1	0.2	1.7	0.4

Data source: the third agricultural census of the National Bureau of Statistics.

Rural medical environment. For a long time, due to some problems in rural areas, the rural medical and public health system is not perfect, and the medical resources in urban and rural areas are unbalanced. According to statistics, the villages with clinics account for 81.9% of the villages in the country, the villages with professional doctors account for only 54.9%, and the villages and towns with nursing homes established by the government at the same level account for only 56.4% in the country, which is enough to see that the rural medical and health system is still in a state of shortage. With the outflow of rural talents, the gap between urban and rural medical personnel resources is widening. [5] More and more doctors choose to work in hospitals in big cities rather than in township hospitals or health centers. Moreover, due to the

lack of medical talents in township hospitals, when people have some serious and difficult diseases, doctors in township hospitals are unable to make accurate judgments, which is likely to delay the condition. In addition, it is more difficult to attract talents to return to their hometown if the security system such as Township nursing homes is not perfect.

Rural education environment. In the case of unbalanced economic and social development and the solidification of urban-rural dual structure, there is an obvious polarization of urban and rural educational resources, unbalanced educational resources and great differences in teachers. Especially with the withdrawal and merging of schools, the distribution of rural schools is uneven. Most people believe that there is no good development prospect in the countryside, resulting in the outflow of young teachers and excellent teachers, resulting in the phenomenon of insufficient number of teachers, low quality of teachers and weak professional ability of teachers in rural schools, which affects the effect of students' learning and future development. Therefore, some people will think for the sake of the next generation and will not choose to return to their hometown for employment.

Rural ecological environment. Rural ecological environment is also an aspect that affects the return and employment of educated talents. According to the third agricultural census, 73.9% of the villages with centralized or partial treatment of domestic waste, and only 17.4% of the villages with centralized or partial treatment of domestic sewage. Some rural domestic waste cannot be treated. There is no sewage pool for centralized discharge of rural sewage. Household sewage may be directly discharged into the street or into the river along the self-made drainage channel. If it is not treated for a long time, there will be a situation of "the river stinks and flies flying all over the sky". The long-term disorderly discharge of domestic garbage and sewage and no treatment lead to the further deterioration of the rural ecological environment and affect the appearance of the village.

1.2. College Students Themselves

1.2.1. Weakness and Weakening of Local Feelings

Local feelings are the spiritual pillar for talents to take root in the countryside and serve the rural society. Nowadays, college students generally lack local feelings. The development of transportation has weakened regional differences; The development of information technology has reduced the communication cost; The vigorous promotion of education weakens the local accent; With the relative reduction of time and space in modern society, the scope of people's activities is also expanding. With the outward expansion of "moving" life, people's feelings for their hometown will be diluted. Moreover, as more and more young people work and live in cities, their sense of belonging and identity to the countryside is low, so their willingness to return home for employment will be low.

1.2.2. The Cognition of the Countryside is Stagnant and Biased

Under the background of rural revitalization, the countryside is constantly undergoing reform and development, but college students' cognition of the countryside still stays in the rural style of the 1990s. They believe that the countryside is "dirty, chaotic and poor". The main reason for the formation of various prejudices is cognitive differences, such as values, cultivation and habits. The irrefutable fact is that living habits and words and deeds have created differences. They live in different spaces and contact different things, which makes college students think that the quality of rural personnel is low, interpersonal communication is limited, and they get less opportunities, so they are unwilling to return home to work.

1.2.3. Think that Rural Development has no Future

As shown in Figure 4, with the gradual advancement of the new rural construction, the countryside is getting better and better, and the state also encourages college students to return home for employment and entrepreneurship. However, for college students, their major only

has more opportunities in big cities. For rural areas, there are no counterpart or most formal posts that can be provided for college students. Even if some posts are suitable for college students, the salary is very poor, and there are few options. At the same time, rural jobs are relatively stable and the promotion is low, There is no space for sustainable development, progress and upgrading, which can not meet the High-quality requirements of college students for the realization of self-worth.

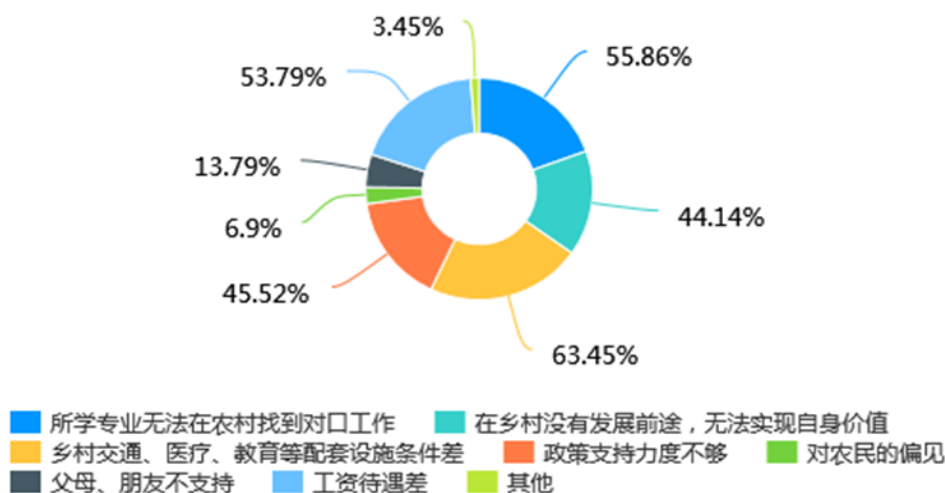


Fig 4. Reasons why college students are reluctant to return to their hometowns for employment

2. Countermeasures for Academic Talents to Promote Rural High-quality Development

2.1. Rural Aspects

2.1.1. Optimize the Policy Environment and Solve Problems for Talents Returning Home for Employment

The policies formulated by the government should be consistent with the actual situation of educated talents returning home for employment. For educated talents returning home for employment, some operational policies should be provided. For example, the green channel for rural entrepreneurship provides services for educated talents to start businesses in rural areas; Provide interest free and discount loans to ensure that all policies can be truly implemented and reduce the cost of returning educated talents to the grass-roots level. In addition, government functional departments should appropriately reduce and exempt various taxes and fees they should pay, so as to alleviate the entrepreneurial pressure of educated talents; Establish an entrepreneurship fund to focus on supporting educated talents who start businesses in rural areas.

Increase financial support, make reasonable capital positioning according to the funds required by educated talents, and provide financial guarantee for educated talents to return home for employment. For example, the government can solve the problems for educated talents by providing them with home settlement subsidies, social insurance subsidies, and subsidies for the construction of employment and entrepreneurship service platform.

Strengthen communication between departments, establish relevant coordination mechanisms, simplify administrative examination and approval procedures, and improve administrative efficiency to promote the timely implementation of policies. For the communication between departments, the government can improve the communication awareness and communication

skills among departments. Improve communication awareness and skills, including effective listening and keeping communication concise and accurate. In the communication between various departments within the government, they are often eager to express and neglect to listen, and pay more attention to the requirements of their own departments without considering the demands of cooperative departments. If both parties or at least one party listen more attentively, repeat and ask questions in time to confirm the key information, and give appropriate feedback, the communication will be accurate, time-saving and less conflict, that is, the effectiveness of communication will be greatly improved, and the communication efficiency will be improved. The government can also strengthen the job rotation between departments and incorporate the cooperation between departments into the department assessment, so as to strengthen the communication and cooperation between various departments.

Establish a network information platform to strengthen the publicity of government policies and cases of educated talents returning home for employment, so as to encourage educated talents to return home for employment. For example, the government can build a WeChat official account and a social platform for the return of educated talents to publicize the preferential policies offered by the government for the educated talents returning to the country, and the cases of returning the educated talents to the employment, so as to encourage the educated talents to return home for employment. In addition, the government can also establish a team of overseas college student liaison officers, build bridges and ties between colleges and universities, the government and enterprises, regularly publish information such as preferential policies for employment and entrepreneurship and internship positions, and encourage educated talents to return home for employment and entrepreneurship.

We will improve the supporting measures or measures for the introduction and training, evaluation and incentive, mobile use and service guarantee of academic talents, continue to optimize talent services, fully release and transmit the strong signal of loving and respecting talents, and do a good job in the "humanization" and "human culture" services of talents, so as to ensure that academic talents can be attracted, retained and do well.

2.1.2. Promoting the Development of Modern Agricultural Industry

During his inspection in Jilin, Xi Jinping stressed the need to strengthen the integration of science and technology and agriculture, strengthen agricultural scientific and technological innovation, and scientific researchers should write their papers on the earth so that farmers can grow the best food with the best technology. [6] On the basis of the historical task of building a well-off society in an all-round way and winning the battle against poverty in an all-round way, consolidating and expanding the achievements of poverty eradication in the new historical period and promoting the High-quality development of agriculture and rural areas have become a new task of comprehensively promoting rural revitalization. Only by stimulating the driving force of rural development, strengthening the leading position of agriculture and vigorously promoting agricultural modernization, can we effectively promote the High-quality development of rural areas, provide opportunities for educated talents to return home for employment, and provide a solid economic guarantee for retaining educated talents to boost rural construction. Zhenxing Town, Changzhi City, Shanxi Province is a typical example. In agriculture, more than 3000 mu of land in rural areas is transferred and operated collectively. Villagers receive dividends at the end of the year, and each person is subsidized accordingly every year. In addition, the intensive degree of land is improved, and the planting of crops is also more specialized. Corn, sorghum, millet, sunflower, millet, *Sophora flavescens*, walnut and hazelnut are planted on a large scale. The degree of agricultural mechanization has also been improved. Limited by geographical location, there are many mountains, and small instruments are used for agricultural mechanization. In terms of irrigation, it gets rid of the traditional manual irrigation and irrigates crops by drilling wells, establishing reservoirs and sprinklers. In the spraying of pesticides, cooperate with professional societies to spray UAVs. Agricultural

mechanization has greatly improved the production efficiency of local agriculture, and agricultural modernization is also improving in different ways, which provides jobs for agricultural professionals in Colleges and universities, gives full play to their strengths, finds jobs, provides talent guarantee for agricultural modernization and stimulates the vitality of rural high development.

Rural High-quality development mainly depends on industrial revitalization. In addition to the revitalization of basic agriculture, rural industrial revitalization also includes the development of new rural industries. In view of the current situation that the existing rural industrial structure is too single, we should use industry to feed agriculture, and timely combine the experience of China's agriculture with a long history of thousands of years, adjust measures to local conditions, and explore an industrial model suitable for local rural development to boost the process of rural High-quality development. Many rural areas have special land, tourism and product resources, which are the focus of rural development. From the perspective of revitalizing the town, its industrial chain is still relatively perfect. In order to change the single mode of economic growth, Zhenxing group, as a major coal enterprise, implements relevant talent policies to provide intellectual support for its development. Actively change the growth mode, actively seek diversified development, extend the coal industry chain, and promote the recycling and clean utilization of coal energy. At the same time, relying on the local ecological advantages, develop non coal economy such as sightseeing agriculture and trade logistics. The village has formed a multiple pattern of resource development, ecological protection and coordinated development of green economy by leading the village with enterprises and jointly building villages and enterprises, and has walked out of a High-quality transformation and development road of underground to ground, black and green. These industries have created many jobs and attracted a large number of educated talents to return to their hometown to engage in relevant industries, which not only promoted the prosperity of villages and towns, but also injected vitality into rural areas.

2.1.3. Optimizing Rural Environment

Policies to improve the education, medical and health system in all aspects. In order to implement and promote the construction of rural medical service system, China has issued policy documents such as the notice on promoting the construction of compact County medical and health community, but there is still a lack of more comprehensive and in-depth policies and regulations. We should improve specific laws and policies, ranging from talent attraction policies to drug price compensation and reimbursement of NCMS. Secondly, we should improve the salary and welfare treatment of rural doctors and rural teachers, and give material protection. Third, strengthen cooperation with colleges and universities, integrate rural revitalization into students' courses, and have a subtle impact on students.

Increase capital investment and supervision. In addition, one of the reasons affecting the quality of township medical and health services is the lack of medical equipment. It is more necessary to improve these medical equipment, which requires capital investment. In addition to increasing the investment of funds, it is also necessary to strengthen the supervision of the use of funds, prevent corruption in the process of allocating funds at one level, not only ensure that all these funds are used, but also ensure that they are truly implemented.

Improve the rural living environment. We should step up the transformation of the rural environment, speed up the construction of domestic waste centralized treatment plants and domestic sewage centralized discharge plants, and treat the rural environment from the source. Secondly, change the living habits and concepts of rural farmers littering and discharging sewage, and improve the quality of rural residents. For the reconstruction of dilapidated houses in rural areas, hire talents in rural planning to plan the overall rural environment, so as to greatly improve the whole rural living environment, so as to attract people to return home.

2.2. College Students Themselves

Reinterpret the connotation, value and significance of local complex, and stimulate or awaken college students' original emotion for the countryside. The local complex in contemporary China has changed from the expectation of "returning home" in traditional culture to the spiritual link between "city" and "countryside" and the power source of "building hometown". [7] Rural construction should not only meet people's pursuit of a rich life and a beautiful natural environment, enhance people's sense of identity to the countryside, but also let people get spiritual comfort and spiritual sense of belonging. Only by meeting these needs, can the countryside become a place where they can see the rural scenery, experience the rural feelings and carry the nostalgia, so as to awaken the local complex of college students.

Change ideas and correctly understand rural development. College Students' cognition of rural areas should not only stay in the inherent impression, but also understand the relevant policies formulated and implemented by the state for rural development. In addition, we should actively participate in social investigation and practice, go deep into the countryside, truly understand the current situation of rural development, strengthen exchanges with village committees and villagers, understand the hearts of the people, tap the potential of rural development, and form a more correct and rational understanding of rural development, so as to enhance our sense of mission and responsibility and devote ourselves to the construction of a new countryside, Realize the unity of self-worth and social value.

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