

Investigation and Research on Talent Team Construction of Rural Revitalization in Shouguang City

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Abstract

Talent is the key to rural revitalization. After long-term development, shouguang's rural revitalization has a certain foundation, but there are still some problems in talent, mainly manifested in: the original amount of rural human resources decreased year by year, the overall quality is low; Shortage of new type of professional farmers, production and management, agricultural science and technology personnel; Rural entrepreneurial environment is not excellent. To this end, the need to strengthen the introduction of talent, force rural talent team pressure into the force; Strengthen personnel training and improve the quality of personnel; We will improve the environment for innovation and entrepreneurship in rural areas, foster a sound environment for rural talent development, and further promote rural revitalization.

Keywords

Rural Revitalization; New Professional Farmers; Innovative Undertaking.

1. Introduction

Talent is the key to rural revitalization. Rural economic and social development, in the final analysis, depends on people. The talent pool for rural revitalization includes party and government personnel, enterprise operation and management personnel, professional and technical personnel, highly skilled personnel, and rural practical talents, among which rural practical talents are the backbone of agricultural and rural talents. Strengthening the construction of practical talents in rural areas is a key area of the work on agricultural and rural talents and an important way to promote rural revitalization.

2. Basic Information on Talents for Rural Revitalization in Shouguang

Shouguang vigorously explored the path of rural talent revitalization, focusing on targeted talent introduction, vegetable platform, and policy retention, encouraging and guiding outstanding talents to gather at the grassroots level to provide intellectual support for rural revitalization. Integrated the city's agricultural teaching resources, implemented the "ten million" vegetable standardized training, explored the training mode of "enterprise orders, institutions list, the masses choose, the government pay", and trained 300,000 farmers in rotation. Relying on platforms such as Shandong (Shouguang) Rural Cadre Academy and Night School for Farmers, it has set up 40 agricultural courses, compiled 19 agricultural textbooks with "Shouguang Characteristics", independently trained 81 rural stars at all levels and only 1,000 rural e-merchants. The "agricultural Talent teacher bank" consisting of 128 agricultural technology experts has been established, and the "mentor system" has been implemented to cultivate 2,128 new professional farmers and 332 agricultural technology extension talents. We have promoted the construction of 25 provincial demonstration stations for rural revitalization, two provincial demonstration bases for farmer training and training, and six provincial agricultural science and technology stations, so that farmers can receive training near their homes and improve their skills in getting rich.

3. Rural Talent Team Construction is Faced with Difficulties in Shouguang

The investigation found that shouguang rural revitalization is still restricted by some talent factors, which are representative to a certain extent. For example, with the development of urbanization, the overall quality of rural human resources is low; The total quantity of talents is insufficient and the loss is serious; The structure of rural talents is unreasonable; The lack of an environment for innovation and entrepreneurship has become a bottleneck for rural revitalization.

3.1. Rural Human Resources Present "Two Low Levels"

3.1.1. The Number of Rural Human Resources is Decreasing Year by Year

With the development of urbanization, the rural population of Shouguang city decreased year by year, and the overall number decreased year by year. In 2020, there are 1,163,364 people in Shouguang city, with male population accounting for 51.14% and female population 48.86%. In the age structure, the proportion of 0-14 years old is 17.14%, the proportion of 15-59 years old is 61.37%, the proportion of over 60 years old is 21.49%, and the proportion of over 65 years old is 15.98%. The population of permanent residents increased by 2.1% in the decade; There were 388,100 households, with an average of 2.84 persons per household. 14.48% of the population with education in universities (college or above), 15.04% in senior high schools (including technical secondary schools), 35.87% in junior high schools and 23.83% in primary schools; The illiteracy rate is 2.5 percent; The total population is 416,409, including 320,882 agricultural people, with an urbanization rate of 31.06%. In 2020, the agricultural population will be 434,749, and the urbanization rate will reach 62.63 percent. An increase of 2.09‰ over the previous year. Shouguang city agricultural population total shows year by year decline trend. With the continuous development of urbanization, the number of rural human resources in Shouguang city is also decreasing..

3.1.2. The Overall Quality of Rural Human Resources is Low

Hollowing and aging lead to the low quality of rural human resources. Shouguang has too many young workers coming to work in factories every year. Most of those left behind in the countryside are "6199" troops, the elderly and children. The hollowing out and aging of rural areas are particularly prominent. At the same time, the small number of young people who stay in rural areas tend to have short years of education and low level of education, which also leads to the overall low quality of the labor force, weak production and management ability, and insufficient ability to receive new technologies and learn new knowledge.

3.2. Insufficient Number of Talents

3.2.1. Shortage of New Type of Professional Farmers

New-type professional farmers refer to agricultural practitioners living in rural areas or market towns who have scientific and cultural qualities, master modern agricultural production skills, and possess certain management and management capabilities. They take agricultural production, operation or service as their main occupation and take agricultural income as their main source of livelihood. In terms of the current situation of shouguang rural areas, the ordinary farmers who take agricultural production as their main business and engage in planting and breeding can only be called farmers, and there is still a considerable gap between them and the new professional farmers' requirements of "having culture, understanding technology, good operation and management". The operators of the newly developed agricultural operating entities include rural brokers, scientific and technological leaders, etc. They have certain knowledge and skills, are experts in planting and breeding in rural areas, and can play an exemplary and leading role in the development of modern agriculture. However, from the current situation of Shouguang, the proportion of the city's agricultural production

and management is not high enough, the role of family farms and other new agricultural operation subjects.

3.2.2. Insufficient Production and Operation Personnel

According to the survey, most of the practical talents in shouguang rural areas are concentrated in the primary industry, and relatively few are engaged in the secondary and tertiary industries, especially in the fields of innovation and entrepreneurship, social service, public development and rural governance and other areas of core talents shortage. For example, shouguang vegetable industry has developed into a model of modern agriculture in Shouguang. However, from the analysis of the composition of members of Shouguang Vegetable Association, there are 93 group members and 30 individual members, including 119 members engaged in vegetable planting, and 4 members engaged in chemical fertilizer, pesticide and other capital management. At present, it can basically meet the needs, but if we want to develop and expand the industry, the lack of production and operation talents will become a serious bottleneck factor.

3.2.3. Shortage of Agricultural Science and Technology Personnel

At present, shouguang agricultural science and technology services mainly from the competent government departments, industry associations, dealers and so on. Take the vegetable industry, the leading agricultural industry in Shouguang, as an example, many owners enter the vegetable planting industry with enthusiasm, but face the dilemma of lack of technology. The professional and technical personnel in rural agricultural technology stations are of low professional level, while the administrative tendency of township work is obvious, and their role in agricultural technical guidance is limited. Most of the so-called "experts" in the industry associations who provide technology to owners are dealers whose purpose is to promote agricultural materials such as pesticides and fertilizers. Driven by interests, it is difficult to guide farmers to grow in accordance with local conditions and in a scientific way. Therefore, insufficient agricultural science and technology talents, it is difficult to support the development of shouguang modern agricultural industry for a long time.

3.3. Difficulties in Rural Entrepreneurial Environment

3.3.1. Inadequate Infrastructure and Public Services

After years of development, rural infrastructure and public services have been greatly improved. However, shouguang's agricultural and rural infrastructure and public service level, compared with cities or developed areas there is still a big gap for talent attraction. For example, the imbalance of public resources such as education and medical care has made rural talents have worries at home and unable to give full play to their intelligence and talents to devote themselves to agricultural and rural work.

3.3.2. Rural Talents are not Well Paid

Through understanding, the income of rural talents mainly comes from wage income, production and operation income and service income. The income of new professional farmers and owners of new agricultural operation subjects mainly comes from the income of production and operation. However, agricultural production is faced with the characteristics of large investment, long period of return, and various tests such as natural risk, disease risk and market risk, so the income of these people is unstable. However, the talents who are directly engaged in production management and service are more of wage income, and their income level has no advantage compared with those around them, and they are not attractive enough.

3.3.3. The Ideological Concept of "Leaving Agriculture" has a Deep Influence

China developed from an agrarian society, and for a long time formed the cognition of "relying on the weather to eat", "facing the loess and back to the sky" and the ideological concept of "jumping from the farm gate". The concept of "leaving the countryside" leads the peasant

children to yearn for urban civilization and industrial civilization at the same time, they become more and more strange to agriculture, more and more dislike to the countryside, and more and more estranged from the peasants. Therefore, fewer and fewer people choose to study majors related to agriculture, rural areas and farmers in colleges and universities; Even for those who chose majors related to agriculture, rural areas and farmers, many chose to stay in cities and do jobs unrelated to agriculture, rural areas and farmers in their final career choices. Rural areas continuously transfer a large number of talents to cities and non-agricultural industries, while rural development is faced with the dilemma of lack of talents.

4. The Countermeasures and Suggestions of Promoting Shouguang Rural Talent Revitalization

The key to solving these problems is to train a team of workers who understand agriculture, love rural areas, and love farmers.

4.1. Strengthen Talent Introduction and Inject Vitality into the Rural Talent Team

4.1.1. Open Recruitment and Recruitment of Talents

Through various channels such as government, competent departments, industry associations and owners, we strive to cooperate with universities and scientific research institutes to hire high-end professionals to guide agricultural production and operation. Deepen cooperation between institutions. Cooperation with Weifang College of Science and Technology, Shandong Agricultural University, Shandong Academy of Agricultural Sciences and other colleges and universities. Agricultural professional and technical talents will be introduced from the ranks of teachers, and high-level agricultural talents will be engaged in agricultural and rural management through part-time training, focusing on agriculture, water conservancy project construction and other aspects to improve the scientific and professional decision-making of agricultural development. Actively participate in the provincial and municipal talents "double selection meeting", fully grasp the rich resources of "students", through the "three support and one help" plan, rural special post teachers, college students volunteer service in the west plan to recruit college students engaged in agricultural production and management and rural service management.

4.1.2. Driven by Industry, Talents are Attracted to Return

Through industry drive, provide entrepreneurial opportunities, attract talents to start their own business. By extending the agricultural industrial chain and refining the industrial division of labor, we can not only gain more profits and make the industry bigger and stronger, but also create more job opportunities, form an industrial depression where talents gather and attract more talents. Make full use of key projects to bring back talents. The government should step up research, support industries to grow stronger and bigger through financial services, policy support and the use of awards instead of subsidies, and encourage industrial parks to attract migrant workers, rural entrepreneurs, college graduates, retired soldiers and college students to return to their hometowns to start businesses and find jobs on more favorable terms. We will support the development of large farming households, family farms, and farmer cooperatives, and increase the number of qualified rural professionals.

4.1.3. Break Down Barriers and Select Talent through Communication

We will break down urban and rural barriers, institutional barriers and regional barriers, broaden channels for talent promotion and strengthen talent circulation. Break through the circulation barrier of agricultural and rural talents and party and government cadres, encourage the two-way flow of party and government talents and agricultural and rural talents; We will encourage enrolled cadres to devote themselves to rural vitalization, and those who

have professional and technical qualifications to work in township institutions or grassroots agricultural posts can be employed as higher-level professional and technical posts; We will implement measures to evaluate and hire professional and technical personnel at the grassroots level, support them in starting their own businesses, and ensure their benefits, and strengthen inspections of their actual work performance.

4.2. Strengthen Personnel Training and Improve the Quality of Personnel

We should focus on the work of practical rural talents and the development of the agricultural and rural economy, and on improving the quality and efficiency of agriculture and increasing farmers' incomes. We should focus on cultivating practical rural talents who have the skills to find employment and start a business, know how to operate, manage, and stay in rural areas.

4.2.1. Integrate Training Resources

County-level competent departments should sort out and integrate training resources organically. Give full play to the advantages of the subject, learn from each other, and make joint efforts to avoid wasting training resources. We will accelerate the construction and improvement of agricultural radio and television schools. The new vocational farmer education and training system, with administrative schools, farmers' night schools and network resources as the main body of agricultural vocational colleges and other institutions, makes full use of modern and information means to carry out various forms of new vocational farmer training, adopting "segmented, heavy practice training. The "participatory" training model improves the pertinence, practicability and standardization of training. At the same time, give full play to the role of technical experts, make the field into a talent training base and practice of the world, local talent incubation.

4.2.2. Clarify Training Objectives

First, the training targets should focus on new professional farmers such as large professional households, family farmers and leaders of farmer cooperatives, as well as new agricultural operation subjects. The training targets should focus on "famous rural farmers", and train a batch of agricultural brokers, professional managers and rural craftsmen. The new professional farmers are the practitioners and pioneers of agricultural industry development. In the development of modern agricultural industry, the new agricultural operating subject is the organization with the most industrialized nature, the most able to gather wisdom and strength, and the most direct technology dissemination and the most important organization to popularize modern science and technology. "Famous farmers in rural areas" is a typical example of agricultural industry development, which plays an exemplary role in industrial development. Professional managers stand on the extension chain of industrial development, which can promote better and faster development of the industry. They are the main and fresh force for rural revitalization. If we train them well, we will have a good grasp of the key to industrial development and the theoretical results of scientific research will most likely be turned into real productive forces. Second, the scope of training should strive for full coverage, focusing on the poor villages. In the training, according to the different city industry and talent situation, carry out training according to local conditions. In places with a good foundation of modern agriculture industry, we can give full play to the role of mature rural practical talents, and unify theory and practice by combining on-site theoretical teaching with field research. For the weak industrial foundation, especially for the poor villages, we should increase training efforts, by combining general training with improved training, complementing basic training with key training, and integrating theoretical training with technical training. If conditions are available, we can realize consultation training and improve the overall effectiveness of training. Third, the training content focuses on the concept of agricultural development, green development and agricultural culture. Focus on entrepreneurship, innovation and farm management.

The training content should have The Times and adapt to the needs of the changing market environment and social situation. In view of the general trend of the integrated development of the three industries, some innovative ideas and elements are integrated into the training, and the training content is selected according to local conditions, so that trainees have a more comprehensive understanding and a deeper understanding of the new agricultural development concept.

4.2.3. Innovative Talent Cultivation Mechanism

First, school-local cooperation and joint training of talents. To introduce experts to give lectures, experts and scholars from institutions of higher learning, institutes and other units and departments may be invited to teach advanced science and technology by giving lectures on science and technology. We should deepen cooperation between local governments and universities, establish training bases for universities, and jointly train talents. Organize agricultural talents to attend professional training in colleges and universities regularly every year, and take part in rotation training every three years to improve the quality of the team. At the same time, Shouguang can also establish the modern agricultural park with a certain foundation as a practice base for college students, which not only provides a platform for students to combine learning and application, but also adds new science and technology to the base. Second, design the academic system scientifically and train talents flexibly. The seasonal nature of agricultural production is strong, and the quality of farmers varies. Therefore, the training of talents for rural revitalization must be carried out according to the culture and physical quality of farmers, combined with the characteristics of agricultural production, scientifically designed schooling system and flexible training of talents. Third, industry participation, peer training talents. We should give full play to the role of industry associations, specialized cooperative organizations and new agricultural operation subjects as "industry experts", combine learning with application, and train professional talents. Local experts with special skills will be organized to train farmers through mentoring and other forms, so that more farmers can master new knowledge, new technology and new skills as soon as possible. Organize study Tours, studies and visits to learn advanced technology and experience. At the same time, we should focus on training talents around the project.

4.3. Improve the Environment for Innovation and Entrepreneurship in Rural Areas and Foster a Sound Environment for Rural Talent Revitalization

Among various variables associated with operating conditions, operating profit passes the significance test within the confidence interval of 0.05, and the standardization coefficient B is positive, which indicates that the information service effect of new professional farmers' science and technology entrepreneurship subject is significantly affected by operating profit. The reason may be that subjects with higher operating profits have a higher willingness to use information and technology to improve their income, and due to higher profits, subjects have a stronger ability to pay and a greater tolerance for service fees, so there is a greater demand for all kinds of information services and a greater significant impact on information services. In respect of long-term employment variables passed 0.1 the confidence level of inspection, and standardized coefficient B is positive, indicating that long-term employment more significantly affect the new professional information services for farmers, the reason for this is that long term employment can reflect the status of scale, and the larger the scale of operation, the greater the demand for information, Therefore, it has a significant impact on information service. In terms of investment scale, at 0.05 within the confidence interval of passed the test of significance, and standardized coefficient B is negative, indicating that investment scale can positively affect the information service, but the different value of investment scale of different effects in the information service, in particular, the scale of investment in 100000 more than, influence on information service is the most significant, However, if the investment scale is less

than 100,000 yuan, the impact is relatively weak, which may be because the larger the investment scale, the larger the scale of new professional farmers' science and technology entrepreneurship, and the higher their demand for information, the more significant the impact on information services.

4.3.1. Consolidate Infrastructure

We will improve public services. - To improve infrastructure. We will improve infrastructure such as water, electricity, transportation and Internet, improve public services such as employment, education, medical care and elderly care, and ensure that talented people of all types enjoy their careers through innovation and entrepreneurship. Second, we will strengthen public services. Actively explore the establishment of government-led, coordinated, functional, comprehensive supporting public service system for agricultural and rural talents; We will accelerate the development of community-level agricultural public service systems, such as the application of agricultural technologies, the prevention and control of animal and plant diseases, and the quality and safety supervision of agricultural products. We will improve agricultural technology extension service organizations in towns and townships, and develop diversified and socialized agricultural technology extension service organizations. Third, create an atmosphere. Strive to create a "respect for labor, respect for knowledge, respect for talent, respect for creation" social atmosphere. We will strengthen publicity and commendation of outstanding talents. Fourth, increase investment. In accordance with the provisions of the Education Law, vocational Education Law and other laws and regulations, we will further integrate educational resources, further increase financial and human input, and improve the construction level of hardware conditions and teaching staff.

4.3.2. Improve and Strengthen the Mechanism for Investing in Talent Development for Rural Revitalization

First, make good use of credit insurance, taxation and other policy tools to encourage, guide and mobilize enterprises. Individual, society and other aspects of the strength to increase input to rural practical talent work, constantly broaden the rural practical talent team construction of investment channels, and gradually establish a sound diversified investment mechanism. Second, we will increase policy support. Raising a large of implementation of the national support, family farms, farmers cooperatives, agricultural enterprises related to development of new type of agricultural management main body, such as policy, to carry out the agricultural credit guarantee system construction financial support policy, encourage and support agricultural credit guarantee institutions to provide credit guarantee to the new type of agricultural management main body services, construction management, production, rural practical talent cultivation platform. Agricultural and rural construction projects arranged by the central and local finance shall be regarded as an important carrier and base for training rural practical talents.

4.3.3. Strengthen Evaluation and Incentives to Encourage Innovation and Entrepreneurship

First, carry out talent identification. With the focus on new professional farmers, we will carry out the work of identifying practical rural talents as a whole. To study, formulate and publish measures for the identification of new types of professional farmers, and clarify the conditions, standards, procedures and subjects for the identification. Focusing on the recognition of professional farmers with production and operation, giving consideration to professional and skilled farmers and professional service farmers, promoting the scientific and standardized recognition of new professional farmers in the city, and establishing an evaluation system for practical rural talents oriented by ability, performance and contribution. Second, we will develop incentives and incentives. We will establish a standard and effective reward system for practical rural talents, improve the selection system for outstanding practical rural talents, and

carry out selection and recommendation activities for practical rural talents such as new types of professional farmers. We will innovate policies, optimize services, and support the innovation and entrepreneurship of practical rural talents. We will establish new types of agricultural business entities. We will encourage and support the transfer of rural land-use rights to new types of professional farmers, and conduct appropriately scaled operations. We will allow practical talents in rural areas to participate equally in government projects of non-profit agricultural technical services, infrastructure construction and industrial development. Give priority support to the promotion, application and transformation of new varieties and technologies; We will increase the supply of credit funds, improve the micro-credit mechanism, and solve the problem of seasonal shortage of funds for agricultural production. We will improve the risk assurance system for agricultural production and enhance the ability of appropriately scaled operations to resist risks. Financing guarantee institutions are encouraged to provide financing guarantee services for new agricultural operating entities. We will encourage agriculture-related colleges and universities, scientific research institutes and public welfare agro-technology extension agencies to provide technical guidance services, establish a technology transfer chain of "experts + agro-technologists + new-type professional farmers + radiation-driven households", and speed up the transformation and application of new varieties and technologies.

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