

The Role of Human Capital in China's rural vitalization

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Abstract. Rural vitalization is a major strategy to the rural development of China. High-quality human capital is a crucial support for the implementation of rural vitalization. This paper studies on the specific relationship between human capital and rural vitalization of the "five major tasks", points out the role of human capital in supporting rural revitalization, and clarifies the mechanism specifically.

1. Introduction

Human Capital, also known as "intangible capital", is the sum of the knowledge, skills, attitudes, and labor capabilities that are acquired through investment and embodied in workers. It is the main factor in modern economic growth, and essential element of an efficient economy. ^[1] Rural vitalization strategy is a major strategy put forward at the 19th Communist Party of China (CPC) National Congress, and a historic task of overall importance which concerns fully building a modern socialist country. Xi Jinping, general secretary of the CPC Central Committee and the Chinese president, has stressed the importance of human capital to rural vitalization strategy in promoting agricultural upgrading, rural progress and farmers' development in an all-round way. There are five major tasks in China rural vitalization, they are "thriving businesses, pleasant living environment, social etiquette and civility, effective governance, and prosperity". The accomplishment of these tasks will be impossible without supporting of human capital. Therefore, clarification the relationship between human capital and above five tasks can be helpful to take full advantage of human capital to support rural revitalization.

2. Human capital and thriving businesses

Thriving businesses is the foundation and primary task of rural vitalization. Thriving businesses requires high levels of human capital support: First, the construction of a modern agricultural production system requires high levels of human capital. Modern agriculture is characterized by mechanization, standardization, informationization, orderly control, and is a scientific agriculture system supported by modern technology. Therefore, cultivating new farmers who master modern agricultural technologies is the basis and prerequisite for achieving these goals. ^[2] Second, the integration of agricultural industrial structure requires human capital support. At present, the industries engaged in rural areas are still dominated by traditional cultivation, especially in remote rural areas and poverty-stricken areas of ethnic minorities. The secondary and tertiary industries engaged in agricultural product processing and agricultural services are less, and the integration of "three sectors" is relatively low. The important reason is that farmers have a low level of education and cannot use modern means to achieve effective information communication with the market. ^[3] Strengthening the cultivation of rural human capital and improving the ability of farmers to use modern means to engage in rural industrial management is an important support for the integration of rural industries. Third, building a good investment environment for rural industries requires support of human capital. A good investment environment and potential investment income are prerequisites for attracting new business entities to invest in rural industries. Higher levels of human capital often mean a better investment environment, which helps to strengthen investors' investment confidence and attract more funds for investment in rural industries.

3. Human capital and pleasant living environment

The goal of pleasant living environment is to create and maintain a beautiful and livable environment. The support of human capital to this goal is mainly manifested in two aspects. First, rural ecological planning requires high-quality planning and implementation of talent. Rural ecological planning is different from urban planning. It requires both top-level design and the resource endowment and customs culture of each village. It also needs to coordinate the relationship between ecological protection and rural economic development. This puts high demands on the planning and implementation staff, which requires both the expertise of planning and preparation, as well as the necessary understanding of rural construction, agricultural development and farmers' lives. Second, higher levels of human capital contribute to the construction and maintenance of a livable ecosystem. Higher human capital level means higher labor quality, which helps to improve the ability of villagers to use modern technology and information technology to detect and manage the environment, thereby improving the efficiency of ecological governance and protection, and solving the shortage of manpower in the environmental maintenance process. More importantly, the improvement of the quality of the labor force will help reduce the cost of communication and promote the construction of modern industrial organizations. Due to the pressure of external organizations, environmental protection measures that are beneficial to the collective interests are easier to achieve, and the cost and difficulty of environmental governance will be reduced. It will help to improve the efficiency and level of rural environmental governance.

4. Human capital and social etiquette and civility

Social etiquette and civility is to create a positive and healthy rural spiritual atmosphere. The accumulation of human capital can help to achieve this goal in three ways. First of all, human capital is the result of the internalization of knowledge and skills into workers. The external manifestation is the education level and health level of the workers, and the social atmosphere of respecting teachers and pursuing a healthy life is itself a civilized civilization. An important dimension is also an important guarantee for cultivating rural characteristic culture and inheriting the excellent folk customs of the village. Secondly, strengthening the scientific and cultural quality of farmers is conducive to their better choice of career paths, and abandoning bad habits such as lazy work and stealing to realize their own value. At the same time, high-quality individuals are more inclined to invest in human capital for their children. This intergenerational transmission of human capital has a good demonstration and driving role in creating a positive social atmosphere. Third, in the process of rural revitalization, encouraging and attracting high-quality talents to return to their hometowns is an important way to boost rural human capital. Such talents often have a broader vision, more advanced ideas, and their original feelings towards the countryside. The accumulation of foundation and knowledge has a good role in promoting the construction of social etiquette and civility.

5. Human capital and effective governance

Effective governance is to establish a rural governance system that combines the rule by law, rule by autonomy, and rule by virtue (three measures). The support mechanism of human capital for rural governance is transmitted through two ways: governance team level and peasant quality. First of all, it is necessary to fight hard to fight the iron. Rural governance needs to build a high-quality management team. The comprehensive human capital level formed by the knowledge, concept and management ability of its members is affecting whether it can follow the principles of autonomy, legal system and rule of virtue. The "three measures" combined with the principle of effective treatment of important factors. In recent years, China's rural social structure has undergone profound changes, farmers' demands have gradually increased, and rural public governance has become increasingly difficult. Incorporating high-quality college students, new-type peasants, and returning entrepreneurs into the governance team, expanding the management vision of grassroots

cadres, enhancing their knowledge structure, and combining modern management concepts with rural development practices has increasingly become the key to effective governance in rural areas. Secondly, to achieve the combination of "three measures", the improvement of the overall quality of farmers is an important guarantee. First of all, the improvement of the overall quality of farmers will help to enhance their enthusiasm and consciousness in participating in public affairs and public decision-making, enhance the level of "autonomy", reduce the cost of rural governance, and ensure the smooth implementation of various policies. Second, the improvement of the overall quality of farmers It helps to improve their awareness and ability to safeguard their own rights and interests, and constitutes a reverse constraint on rural governance, prompting local governments to better perform their "rule of law" duties. Third, the improvement of the overall quality of farmers will help to stimulate their love for their hometown, enhance and strengthen their moral constraints, and create conditions for the effective implementation of "rule of virtue."

6. Human capital and prosperity

Prosperity is the fundamental goal of rural revitalization and the most direct path for human capital to support rural revitalization. First of all, for individual peasants, the accumulation of human capital through education and health investment can improve the quality of rural labor, and promote its better grasp of market information, higher technical requirements and scientific and technological content, and enhance their own and family income. . At the same time, human capital has a spillover effect, and individuals who get rich first can drive more farmers to become rich. Secondly, for the rural economy, the accumulation of human capital helps to improve the overall knowledge and culture of the society and promote the introduction or application of new varieties, new technologies and new industries. This will adjust and optimize the rural industrial structure, improve agricultural innovation and competitiveness. And total factor productivity, ensuring farmers' sustained and steady income increase is of great significance. Third, the accumulation of rural human capital helps to increase social trust, reduce social crime rates and transaction costs, attract more high-quality talents to return to the countryside, and create favorable conditions for the stable growth of the rural economy and the continued increase of rural residents. At the same time, the prosperity of rural will encourage residents to invest more in human capital and form a positive interaction between human capital and prosperity.

7. Conclusion

Human capital is the foundation of rural vitalization. In order to ensure the steady implementation of the rural vitalization strategy, Chinese government should further strengthen the rural human capital investment-guarantee mechanism, promote the construction of a new professional farmer training system, build a dynamic mobility system for rural talents, continuously cultivate and strengthen rural human capital. Meanwhile, more efforts should be made to motivate the vitality of talented people in rural areas and encouraging more talented people in cities to contribute to rural vitalization.

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