

Dilemma and Countermeasures of Rural Talents Development under Rural Revitalization Strategy

—Taking Z Village for Example

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Abstract—The 19th National Congress of the Communist Party of China put forward the development strategy of rural revitalization, which provides a broad background and effective opportunities for the development of rural talents. Based on the population of Z village in L city, D province, this paper analyzes the relevant restraining factors of rural talents revitalization, and puts forward the countermeasures and suggestions of giving priority to the development of rural education, promoting the change of thought in rural talent construction, innovating talent training mechanism, and attaching importance to the training of local talents, so as to realize the grand goal of rural revitalization as soon as possible.

Keywords—*rural revitalization; New Able Villagers; countermeasures*

I. RESEARCH BACKGROUND

The 19th National Congress for the first time put forward rural revitalization strategy, which fully reflects that the party attaches great importance to the work of agriculture, rural areas and farmers and accurately grasps the characteristics of the national conditions in the new era. Rural revitalization strategy indicates the new direction of the development of rural talent team. To learn about agriculture, understand rural areas, and love farmers is the embodiment of Xi Jinping's deep affection for the countryside. To cultivate the working team of three rural is also an important guarantee to achieve the revitalization of the countryside. For a long time, the lack of high-level and high-quality talents has always been the bottleneck to restrict rural economic and social development in China. Rural revitalization involves many fields in terms of economy, politics, culture and society. Without a team of rural talents with liberal quantity, reasonable structure and high quality, rural revitalization cannot achieve significant development.

II. RELATED RESEARCH OVERVIEW

A. Research on classification of rural talents

Rural talents emerge along with the continuous development of our society. Currently, there are different

discussions in academic circles, without clear definition. Some scholars believe that most rural talents are professional, skilled, and mainly engaged in the promotion of agricultural technology and large-scale farming and management as the leaders of rural productive corporation organizations. Some are good at marketing, and mainly engaged in the purchase and marketing of fruits, local products and others. They can not only make it themselves but also make a large number of labor force engaged in industry or project with their own success. When they learn about management and technology, many people return home to start a business [1].

B. Research on the construction of rural talent team

Some scholars believe that rural talents are lacking, with low level of culture, older age structure, small proportion of women and uneven distribution [2]. Some scholars believe that the construction of rural practical talent team is insufficient, with poor structure, and weak demonstration effects. In the aspect of cognition, the need to get rich and active service are mismatched and there exists a phenomenon of prejudice. In terms of training, team construction and promotion of development are not coordinated, and there is a phenomenon of "partial eclipse" [3].

C. Research on countermeasures of revitalization of rural talents

Some scholars believe that the construction of rural talent team should be achieved through six steps, namely, the concept of innovative talents, innovative cultivation mechanism, innovative gathering mechanism, innovative incentive mechanism, innovative assistance mechanism and innovative management system [4]. Some scholars emphasize that it is crucial to give play to the leading role of the government, which can create a good environment for the growth of rural talents. In addition, guidance should be strengthened to continuously develop rural talents in practice [5]. Some scholars have learned from the experience of developed countries such as the United States, France, Germany and Japan in developing rural talent resources, and believe that in addition to diversified education and training for farmers, we can also rely on rural cultural construction to improve the quality of rural population [6].

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III. CURRENT SITUATION OF RURAL TALENT DEVELOPMENT -- TAKING Z VILLAGE AS AN EXAMPLE

A. Basic information of Z village

This paper selects our hometown---Z village. Z village is located in L city, Shandong province, surrounded by villages. It is about 20 kilometers away from Laizhou Bay and Sanshandao Gold Deposit in the northwest. It is a natural village. As of February 2017, there are 69 families in Z village,

with a total population of 205. There were 95 men and 110 women. Among them, there are 7 children aged 0-14, 143 working persons aged 15-64 and 55 elderly persons aged 65 and above. There are 43 families with migrant workers. There are 165 permanent residents, with 81 males and 84 females, as well as 43 migrant workers, including 15 males and 28 females. In the research process, relevant research subjects were selected to conduct semi-structured interviews in a snowball manner. Basic information of the research subjects is as follows. (see TABLE I)

TABLE I. BASIC INFORMATION OF RESPONDENTS

Interviewees	Age	Sex	Schooling	Profession	Number of Children	Monthly income
A1	47	female	primary school	domestic worker	1	3500-4000 Yuan
A2	30	male	primary school	farmer	1	2500-3000 Yuan
A3	37	male	junior high school	building worker	2	4000-4500 Yuan
A4	35	female	junior high school	enterprise worker	2	2500-3000 Yuan

B. Basic information of talent development in Z village

To implement the strategy of rural vitalization is the prompt response to the rural decline as well as the trap of modernization. For a long time, rural areas will still be the main battlefield for China's urbanization and modernization, and the decline of rural areas will be an important constraint for the socialist modernization.

1) Strong support from national policies

In recent years, due to urban-rural dual structure, rural development has been attached importance to. In order to actively promote rural development, party committees and governments pay attention to the development of rural talent resources. The 19th National Congress put forward the talent revitalization strategy for rural development, put the development of human capital in the first place, strengthen the talent support for rural revitalization, let those who are willing to stay in the countryside and build their hometown feel at ease, make those who are willing to go to the countryside and repay the countryside confident, and help build a strong team of talents for rural revitalization.

2) Shortage of rural talents

According to the definition of rural talents, despite of a large number of labor force in China's rural areas, there is a shortage of all kinds of talents relatively who can provide services and promote rural economic and social development, and it has been mainly reflected in two aspects:

a) the significant outflow of high-quality rural labor force

There are a large number of migrant workers in Z village, accounting for one-fifth of the population of the whole village. Moreover, most of these migrant workers have received compulsory education and have certain skills.

b) fewer people who are willing to return from cities to rural areas

Young people in rural areas prefer to work in cities rather than return to the countryside for farming, and college students

in cities are more inclined to work in big cities and coastal areas. Although in recent years, the government has issued some policies to encourage college students to find jobs and start their own businesses at the basic level, resulting in a return of some talents, but the overall attraction is not strong, and the shortage of rural talents is still serious.

3) Imbalance of rural population structure

a) Unreasonable age structure

The total population of Z village is 205, including 7 children aged 0-14 years old, accounting for 3.4% of the total population, 143 working people aged 15-64 years old, accounting for 69.8% of the total population, and 55 elderly people aged 65 and above, accounting for 26.8% of the total population. Among them, children account for a relatively low proportion, aging is serious, and labor force tends to be aging.

b) Unreasonable gender structure

There are 95 men in Z village, accounting for 46.3% of the total population, and 110 women, accounting for 53.7% of the total population, with a sex ratio of 86.4, which is significantly lower than the international standard of 103 men and 107 women, and the ratio of men and women is seriously unbalanced. Meanwhile, there are 143 working-age people aged 15-64 in Z village, among which 62 are men, accounting for 43.4%, and 81 are women, accounting for 56.6%. The sex ratio of the working-age population was 76.5, which was relatively low and it is dominated by women.

4) Low quality of rural population

a) Poor cultural quality

Survey data show that there are 13 illiterate people, accounting for 6.3%, 45 with elementary school diploma, accounting for 22%; There are 110 with junior high school diploma, accounting for 53%, and 27 with senior high school students, accounting for 13.2. There are 3 with technical secondary school diploma, accounting for 1.5% and 7 with university degree or above, accounting for 3.4%. The population with the education level of junior high school is the largest, and the number with senior high school diploma and

above is 37, accounting for 18% of the total population in the village. This shows that the cultural quality in Z village is lower, mainly based on primary education, and higher education as well as high-quality talents is scarce, which hinders the revitalization of the village to some extent, so that its overall cultural quality needs to be improved.

b) Poor quality of science and technology

During the annual returning home, migrant workers with junior or senior high school diploma have learned a certain cultural knowledge, but without system training of agriculture production and management, they are not familiar with new technological agriculture, green agriculture. Most of them are a new generation of farmers with knowledge and without technology, and rural labor force with junior vocational education and technical training are rare.

c) Poor management quality

Most residents of Z village are short of management knowledge and weak in adapting to and participating in the market economy. Also, most of them have not received professional training in agricultural management, nor have they read relevant books. They are lack of professionalism in management concepts and methods and they are experience-oriented, which cannot meet the needs of rural revitalization and social development.

IV. FACTORS AFFECTING THE CONSTRUCTION OF RURAL TALENT TEAM

Rural decline is a worldwide problem itself. Through the analysis of the reasons for the shortage of talents, it is of great significance to promote the construction of rural talents and the revitalization of rural areas.

A. Deviations in ideology

1) Rural people have prejudice against the countryside.

There is a new ideological conception ---eliminating the countryside among the villagers. Many rural people believe that they must stay away from the countryside, and they will be looked down upon if they stay in the countryside and there is no hope in the countryside. Therefore, many rural people begin to flock to the cities. Meanwhile, rural people have to do their best to send their children to study in the hope that their children can make it and live in the cities.

A2: Now who wants to stay in the countryside? People in the countryside are considered poor, uneducated and only good at farming. You see, when people in the city see our dirty clothes when we work, they will hide from us. We want to make much money, and then let our children study well and be different from us later.

2) Blind prejudices against the countryside from outsiders

At present, our country has carried out the examination of selecting and transferring village officials and the examination of three supports and one assistance each year, attracting a large number of construction talents for the rural construction. But many cadres take the experience of working in the countryside as a springboard for their own work, and take exams to leave the countryside after expiry of the cooperation.

Some intellectuals in the city with a good upbringing, come to the countryside with a superior mentality, look down on the level of knowledge and behavior of farmers, and do not really devote themselves to rural areas, resulting in many foreign talents' leaving after a long time in the countryside.

A1: Some people from other places come to the village and think that we can't keep up with the situation. They don't like to talk with us.

B. Unsound talent training mechanism

Sound system and mechanism is an important premise to promote the healthy development of rural practical talents, but the construction of rural practical talents started late in China, and there are many outstanding problems in development and investment system as well as training mechanism of rural talents.

1) Loose development and management system of rural talents

It can be seen that in the current aspect of the development of rural talents, the government, enterprises and society are all participating in the integration and utilization of training resources, and there is a lack of unified organization and leadership mechanism. Only in the issue that rural talents are managed by which department of the government, there exists some ambiguities. Some belong to the personnel department, some are divided to agricultural departments, while others are divided into labor and technology departments, and there are also many departments managing together. The decentralized management and investment system in rural areas also leads to the problems, in terms of inaccurate positioning of government functions, imperfect policy system and low efficiency of funds in the development of rural talents, and there is still a long road for the formation of a long-term effective training mechanism.

A3: Talent development? Village secretary held a meeting and said that to choose outstanding and capable persons to do agricultural cooperative together, the government will subsidize. But later, the message disappeared and nobody managed it, and nobody took the lead to do agricultural cooperative, because we do not understand it and nobody lead us. No one dares to put money in for fear of losing money.

2) Unsound cultivation mechanism of rural talents

Rural talents cultivation can improve labor skills and thus increase income, which plays a crucial role in the revitalization of rural areas. Although in recent years, many training programs have been implemented in rural areas, and significant results have been achieved in improving the quality of farmers and their ability to start businesses and become rich, there are still many problems in the training mechanism that cannot be ignored.

A4: We think the training is a waste of time. Although we have learned some knowledge, there is no significant achievement. Besides, we have to pay money. And after training, we earned the amount of money without a significant increase.

First of all, farmers' enthusiasm for training is not high. Secondly, training channels are insufficient, with a shortage of

sites, conditions, specialists, technical support, and so on in most of the training. Thirdly, the training content is relatively simple, unable to meet the current needs of various rural talents, and the effect is not ideal.

3) *A lack of investment guarantee mechanism in rural talents*

Government is the investment subject of the rural talent construction, and at present it as made the corresponding capital investment for some rural areas, but capital source channels are not fixed, with a lack of planning and monitoring, and low capital usage efficiency. In some areas of the construction of the rural human resource only carry out basic work based on its investment funds, let alone large-scale training and it cannot assure mechanisms related to talent incentive mechanism. Insufficient government input and single source of funds have affected the overall function of various types of rural education, resulting in serious shrinkage of adult and vocational education, and further aggravating the imbalance between supply and demand of rural talents.

V. COUNTERMEASURES AND SUGGESTIONS FOR THE REVITALIZATION OF RURAL TALENTS

It will strengthen the whole countryside through talents. With the change of agricultural production from traditional pattern to intensive pattern, talent development will become a key point in the new process. It is necessary to give full play to the effect of manpower capital for the implement of rural revitalization strategy.

A. Improve the talent investment guarantee mechanism

The government should give full play to the function of public finance, increase the direct financial input into the construction of rural talents. At the same time, the government can set up a special fund for the development of rural talents, which will be used for the further study of rural talents, the introduction of training rural talents and the construction of a market for rewarding rural talents. Through the development of private education and other channels, it will further innovate and broaden the investment channels of rural talents construction, and widely attract private capital into rural talent construction; A series of measures, including allowing enterprises to list the cost of talent training as pre-tax expenditure, will be taken to encourage employers to increase their efforts in talent training in rural areas.

B. Promote the ideological transformation of rural talents

Due to the rapid development of urbanization and the difference between urban and rural dual structure, it is most difficult for people to change the overall thought of rural areas, because it involves rural culture, environment, economy and other aspects. In order to realize the revitalization of rural areas, retain talents, it is particularly important to promote the transformation of talent ideas in rural construction. Two approaches are developed along this path: one is to pay attention to the cultivation of local talents, and focus on the excavation and training of local talents, such as "New Able Villagers", outstanding youths, and female elites; the other is to attract "New Able Villagers" to return home and bring

technology, capital, manpower, material and financial resources to promote the revitalization of rural areas.

C. Establish innovative talent training mechanism

We shall effectively strengthen the education of rural cadres at the grass-roots level. To meet the needs of rural revitalization, we should constantly bring forth new ideas to the system of selection and appointment of rural grassroots cadres and promote the emergence of outstanding talents. We should focus on selecting cadres at the grass-roots level from leaders who have become rich in rural areas, veterans, young people who have returned to their villages, and people who have gone out to work and do business in rural areas, and strive to turn them into practical talents.

D. Expand channels to seek talents

To further improve the policy of rural employment of college graduates, on the one hand, through organizational behavior a certain number of college graduates shall be selected to promote rural employment; on the other hand, they shall be actively encouraged and guided to work in rural areas voluntarily and give full play to their talents. All types of talents shall be encouraged to serve and start businesses in rural areas, accelerate government reform, and improve human resource management. With the improvement of human resource management policies and regulations, we should accelerate the office tools construction of e-government with information technology as the core.

VI. CONCLUSION

Rural revitalization shall put talents in the first place because achieving rural revitalization must rely on talents. Talent revitalization is the foundation of rural revitalization. We should give priority to the development of agriculture and rural areas, and cultivate the ability of farmers to develop themselves. At the same time, we should also innovate the working mechanism of rural talents, pool talent resources of agricultural and rural modernization, and provide solid talent support for promoting agricultural and rural modernization.

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