

The Interactive Relationship between Rural Revitalization Strategy and Cultivation of New-type Professional Farmers

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Abstract—The "new agriculture, countryside and farmers" problems of agricultural marginalization, rural hollowing and farmers aging have been paid more and more attention. Against the background of implementing the strategy of revitalization, it is necessary to speed up the construction of new-type professional farmers in order to solve the problems of agriculture, countryside and farmers fundamentally. Based on the analysis of the main characteristics of new-type professional farmers, The paper have combed the interactive relationship between the strategy of rural revitalization and the cultivation of new-type professional farmers from the perspective of cultivation strategy, cultivation content, cultivation subject and cultivation system.

Keywords—"New Three Agricultural Issues"; Rural Revitalization Strategy; Cultivation of New Professional Farmers; Interactive Relations

I. INTRODUCTION

In the process of accelerating the new urbanization, the "new agriculture, countryside and farmers" problems of agricultural marginalization, rural hollowing and farmers aging have been paid more and more attention [1]. As the most basic, basic and important group of the "three rural" team, cultivating a group of new professional peasants who take agriculture as their profession, have corresponding professional skills and whose income mainly comes from agricultural production and operation and reaches a fairly high level is to solve the problems of "who will plant land", "who will run the countryside" and "who will develop it". The basic, long-term and strategic work of implementing the strategy of rural revitalization is related to the transformation and upgrading of agricultural industry, the level of farmers' income-increasing ability, and the degree of social integration and development between urban and rural areas.

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II. BASIC CONNOTATION OF NEW PROFESSIONAL FARMERS

With the deepening of the new urbanization process, compared with the "shortage of migrant workers" in manufacturing industry, the supply of qualified laborers (farmers) engaged in planting industry has been greatly reduced, which can not meet the normal needs of agricultural production. Farmers are moving towards structural shortage. Therefore, in the context of implementing the strategy of rural revitalization, in order to solve the "three rural" problems fundamentally, we must improve the rural vocational education training system, innovate the vocational education training mode, speed up the construction of new professional peasants' talent team, and provide human resources guarantee for promoting rural civilization and agricultural modernization in an all-round way. New-type professional farmers refer to modern agricultural practitioners who take agricultural production as their profession, have high professional skills, whose income mainly comes from agriculture and have reached a certain scale of production and management level [2]. They are mainly divided into three types: production and operation type, professional skill type and social service type. There are three basic connotations of the new type of professional farmers: firstly, in terms of natural attributes, referring to workers with rural household registration; in the second, in terms of career choices, those who aspire to agriculture and take agriculture as their profession; thirdly, in terms of vocational ability, they are educated and trained, who love agriculture, understand technology and are good at management.

III. MAIN CHARACTERISTICS OF NEW PROFESSIONAL FARMERS

A. Love Agriculture and have a Sense of Belonging to the Countryside

Love is the premise of career development. As new type of professional farmer, they must have a sense of identification with the farmer, a sense of intimacy with agriculture and a

sense of belonging to the countryside. They should engage in agriculture entirely out of their own volunteers, with farmers in their hearts, willing to be farmers and proud of them. Only in this way, we cannot be afraid of difficulties and challenges on the road to becoming a professional farmer.

B. Have Certain Agricultural Skills and Take Agriculture as a Profession

The main characteristics of the new type of professional farmers are professionalism, stable professional characteristics and skills, familiarity with agricultural knowledge, practical agricultural technology, and professional management experience. They regard becoming professional peasants as their pursuit of life, and society treats them as a kind of professional group.

C. Have Strong Modern Consciousness and Modern Production and Management Ability

It refers to the sense of innovation, market, competition, science, subject and entrepreneurship, and the ability of modern production and operation.

D. Have the Clear Economic Man Attribute

As an independent market subject, the new type of professional farmers regard the industrialized management of agriculture as their career development space and the maximization of their own and collective interests as their career development goals [3]. The income of new-type professional farmers engaged in agriculture is no less than or higher than that of other urban professions, which is the professional basis for the sustainable development of new-type professional farmer.

E. Have the Higher Social Status

The new type of professional farmers have a higher income level, a higher degree of specialization and professionalization, and a better working environment. They have become a group with a higher degree of social identity. With the acceleration of agricultural modernization and new rural construction, their career development space is wider, social status will be significantly improved, and people's professional identity to this group will be significantly improved.

F. Career Development is More Proactive

From the perspective of career development, compared with the older generation of farmers, although the value pursuit of new professional farmers is diversified and their behavior is diversified, the upward trend of their development appeal has not changed, not only reflected in the changes in the field of career development, but also in their awareness of career planning to professional and technical personnel. The desire for career development is stronger.

G. The Characteristics of the New Era of Internet are Obvious

With the advent of the new era, the progress of new media and modern information technology makes new professional farmers not only possess certain thinking of modern

information application, but also masters new skills such as online shopping, fast payment, e-reading and so on. As a result, the new open, instant, interactive and virtualized thinking of new professional farmers with strong ability to accept new things has gradually made them the receivers of pluralistic values and the disseminators of modern rural civilization.

IV. INTERACTIVE RELATIONSHIP BETWEEN THE IMPLEMENTATION OF RURAL REVITALIZATION STRATEGY AND THE CULTIVATION OF NEW-TYPE PROFESSIONAL FARMERS

The cultivation of new-type professional farmers refers to tap the development potential of new-type professional farmers through a series of investment activities such as education, training, migration and social security, improve the quality of human resources, and enhance their employ ability and professional quality by the subject of the state, local government, enterprises, vocational colleges, individuals and other social organizations [4].

A. To Implement the Strategy of Rural Revitalization , We Must Require that the Cultivation of New-type Professional Farmers be Promoted to a Strategic Level

Against the background of implementing the strategy of rural revitalization, the cultivation degree of new-type professional farmers decides the development power and talent support level they provide for the strategy of rural revitalization in a certain sense. Therefore, the cultivation of new-type professional farmers must have strategic thinking and strategic vision, upgrade the development of human capital to the status of national strategy and organizational strategy, regard it as the ideological soul and theoretical guidance of national economic and social development and sustainable development of organizations, and formulate a strategy adapted to national conditions, regional conditions and organizational reality. The strategic planning and action program of the situation will create good atmosphere conducive to the promotion of the professional ability and career development of new-type professional farmers, and promote the strategy of rural revitalization.

B. To Implement the Strategy of Rural Rejuvenation, We Must Pay Attention to the Comprehensive Content of Cultivating New-type Professional Farmers

The deepening of rural revitalization strategy puts forward higher requirements for the cultivation of new-type professional farmers. Faced with the problems of knowledge, skills and literacy of new-type professional farmers, the cultivation of new-type professional farmers requires that they not only have necessary management knowledge, social knowledge, policy knowledge, legal knowledge, cultural knowledge and other related knowledge. They should also possess the comprehensive qualities of social adaptability, post competence, learning ability, resource integration ability, management practice ability, innovation and entrepreneurship consciousness, social responsibility and integrity. Therefore, the cultivation of new-type professional farmers includes systematic contents of knowledge, skills and quality with comprehensive characteristics.

C. To Implement the Strategy of Rural Revitalization, We Must Strengthen the Diversification of the Main Body of Cultivating New-type Professional Farmers

Facing the deepening reform of economic and social system and the complex and changeable internal and external environment increasingly, the cultivation of new-type professional farmers not only depends on the government's promotion, but also has the problem of "government failure", which can not well meet the requirements of new-type professional farmers for rural revitalization, and also faces the rural revitalization against the background of implementing the strategy of rural revitalization. Developing strategy is such a huge system project, even though the government plays a strong leading role, it still seems that it is not able to do well in terms of time and energy. Therefore, the cultivation of new-type professional farmers is the common responsibility of the government, enterprises, social organizations and new-type professional farmers. It not only requires a clear division of labor and responsibilities, but also needs to strengthen communication and exchanges, equal consultation, mutual cooperation and multi-purpose, so as to form an effective cohesion and benign interaction of multi-governance rational system.

D. To Implement the Strategy of Rural Revitalization, We Must Innovate the New System of Cultivating Professional Farmers

The strategy of rural revitalization includes five major revitalization: industry, organization, talent, ecology and culture [5]. We must adhere to the principle of people-oriented, coordinate the relationship among population, resources, society and environment, and promote the integration of urban and rural development. Therefore, in this sense, the strategic construction of rural revitalization requires that the cultivation system of new professional farmers must be innovated. On the one hand, the main body of cultivating new-type professional farmers should have strong sense of social responsibility, keen insight and motivation to achieve success, and have stronger innovative thinking and innovative ability. On the other hand, new vocational farmers' education, training, professional title evaluation and social security system guarantee must be innovated, so as to realize the new vocational farmers' real integration into the rural revitalization strategy from the perspective of vocational concept, thinking mode and social security.

E. To Implement the Strategy of Rural Revitalization, We Must Renewing the Concept of Human Capital Development of Cultivating Professional Farmers

In the implementation of the strategy of rural rejuvenation, we should establish the strategic concept of human capital development of new professional farmers. One is to establish the awareness that the new type of professional peasants are important human capital. In the implementation of the strategy of rural revitalization, the new-type professional farmers are the biggest interest group and combination. Therefore, we must improve the status of the new-type professional farmers in the whole economic and social development, strengthen the understanding of the first resource and decisive role of the

new-type professional farmers in the implementation of the strategy of rural revitalization, and establish that "human capital development is the key factor". Only in this way can we formulate a positive human capital development strategy and strategy against the guidance of the most valuable investment concept, and provide a continuous development power and human resources guarantee for the implementation and construction of the Rural Revitalization strategy. The second is to improve the awareness of human capital development of new-type professional farmers. As early as the end of the last century, the Singapore government launched Manpower 21 (Manpower 21) for joint ventures, trade unions and educational institutions to enhance lifelong learning and meet the challenges of the 21st century knowledge economy. This enlightens us that we must strengthen the sustainable investment of human capital, strengthen the development of human capital of new professional farmers, and improve the ability of employment and entrepreneurship. On the one hand, we should vigorously develop vocational education, continuing education, adult education and vocational training, and establish and develop the lifelong learning concept and habits of "live forever, learn forever". On the other hand, we should strengthen the development of human capital in knowledge, skills, ethics, psychology and body of new professional farmers, and comprehensively improve the quality of human capital. Thirdly, we should strengthen the concept of government-led human capital development. In the process of human capital development, Switzerland's free education and Singapore Workers' Skills Development Fund show that only when the government plays a leading role in the process of human capital development of new-type professional farmers, can we better plan for human capital development and integrate the main resources of human capital development more fully. Effectively and comprehensively improve the quality of human capital of new-type professional farmers.

V. CONCLUSION

Against the background of implementing the strategy of rural revitalization, cultivating and bringing up a group of new professional farmers is the basic, long-term and strategic work to solve the problems of "who will plant land", "who will manage the countryside" and "who will develop the countryside" and to implement the strategy of rural rejuvenation. Institutional economics theory [6] holds that formal system and informal system, as two inseparable parts of the system, have an important impact on economic performance. Therefore, the cultivation of new-type professional farmers should rely on the formal authority of the state, improve the human capital of new-type professional peasants with preferential policies, perfect education, training system, social security system and employment system, and also need informal institutional arrangements such as values, ethical norms and customs to guide the whole society to attach importance to the cultivation system of new professional farmers. Only when the formal system with binding force and the informal system with strong influence cooperate organically, can we construct a scientific and reasonable modern governance system.

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