

Analysis on the Path of Local Application-Oriented College Students' Rural Self Entrepreneurship

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Abstract. How to make Local Application-oriented College students achieve greater effectiveness in entrepreneurship should be explored in depth. This paper discusses the basic conditions of Local Application-oriented College Students' Rural self entrepreneurship, analyzes the problems existing in Local Application-oriented College Students' Rural self entrepreneurship, and puts forward the main path of Local Application-oriented College Students' Rural self entrepreneurship. Therefore, it is an important choice to encourage college graduates to start their own businesses.

Keywords: *local application type, college students, rural areas, independent entrepreneurship*

1. Introduction

In recent years, with the rapid expansion of college enrollment in China, the number of college graduates is increasing year by year. Due to the continuous growth of the number of college students, coupled with the demand for reemployment of laid-off and unemployed people and a large number of rural labor force entering the human resources market, the employment of college graduates has caused great pressure, and this tension will not be relieved soon. Therefore, colleges and universities should actively guide graduates to fully mobilize their subjective initiative and go to rural areas and other grass-roots frontlines to find jobs or start their own businesses. The local application type belongs to the pure agronomy specialty. The graduates of this specialty are very familiar with the animal husbandry industry, and have considerable development potential in the rural areas, which is suitable for the implementation of independent entrepreneurship in rural areas.

2. Basic Conditions for Local Application-Oriented College Students to Start their Own Businesses in Rural Areas

The first is to have higher psychological quality. Psychological quality mainly refers to the psychological conditions of entrepreneurs, including self-consciousness, personality, emotion and many other psychological elements. If local applied graduates want to become rural self-employed people, they should completely abandon the sense of inferiority held by this industry, and promote the implementation of entrepreneurship with strong confidence and indomitable courage. In the eyes of a considerable number of people, engaging in the work of animal husbandry industry is dirty and tired, which will be looked down upon by others. Therefore, self entrepreneurs must have excellent psychological quality, and prove their own strength and value with outstanding achievements. Second, we should have healthy physical quality. This is because the road of Local Application-oriented College Students' independent entrepreneurship in rural areas is very difficult and complex, not only the work is very busy, but also the time needed to invest is very long, the pressure is also very big, once the lack of healthy body, it is also unable to bear the important responsibility of independent entrepreneurship. Third, we should have the ability to discover market development opportunities. Local Application-oriented College Students in rural areas, assuming that they only choose the traditional sense of pig, cattle, sheep and other animals breeding, the benefits may not be very significant. At present, China's rural self-employed market has a large scale and a wide range. The self-employed entrepreneurs should use their brain, dig deeply, use their keen observation ability to the market, quickly grasp the market development trend, and choose the most suitable field for their own development, so as to achieve their own business.

3. Problems Existing in Local Application-Oriented College Students' Independent Entrepreneurship in Rural Areas

There are three main problems in Local Application-oriented College Students' Rural self entrepreneurship.

First, the amount of funds is not sufficient. According to a survey of Local Application-oriented College Students, as many as 90% of the students in this major come from rural areas. Because their lives were not rich enough before, even their basic lives could not be guaranteed, so the families who could put sufficient funds into breeding and entrepreneurship should be few. At the same time, today's animal husbandry has not been the traditional family small-scale breeding mode, and the piecemeal breeding mode has been replaced by the large-scale modern breeding mode. Nowadays, with the great improvement of the access threshold of animal husbandry and breeding industry, it is necessary to invest at least several hundred thousand yuan to establish a small-scale breeding enterprise, otherwise it will be difficult to establish a foothold in this industry, let alone have enough benefits. Therefore, quite a number of Local Application-oriented College students are facing the problem of lack of funds.

Second, the technical capacity is not strong enough. College students are always full of good expectations for the future. They have vigorous vitality and enterprising passion, which is a basic quality that independent entrepreneurs should have. But at the same time, they should be aware that most of what college students learn on campus is theory, because of the lack of practical operation opportunities, which leads to the lack of specific work ability, as well as animal husbandry. The management of the industry is very easy to be affected by many external factors. It is impossible to carry out the breeding work only by a little knowledge learned from books. In particular, the lack of practical ability has become a major weakness in the entrepreneurship of college students in animal husbandry.

Third, the ability of college students and their families to resist risks is insufficient. The working cycle of animal husbandry industry is quite long, and the requirements of temperature and humidity control, feed and drug addition, epidemic prevention and health are quite strict. Once handled improperly, it may cause extremely serious consequences, even lead to investment failure. It is because of this that the success rate of Local Application-oriented College Students' self entrepreneurship in rural areas is not high, and quite a lot of people dare not enter into this industry.

4. The Main Path for Local Application-Oriented College Students to Start Their Own Businesses in Rural Areas

4.1 Local Governments Should Actively Introduce Preferential Policies to Support

Under the guidance of the Party Central Committee and the State Council's Rural Revitalization Strategy, quite a number of local governments in China continue to introduce preferential policies to promote rural self entrepreneurship, and strive to attract more talents of higher education, including Local Application-oriented College Students, into rural areas to carry out self entrepreneurship. In order to better promote college graduates to work in rural areas, government departments at all levels should also make active efforts to publicize and timely release the information of each post at the grass-roots level, and implement scientific planning for these posts, and clarify their respective responsibilities. All local governments shall make accurate predictions on the number and types of talents needed according to local conditions and local needs, and issue reasonable plans, consciously introduce professional talents, effectively reduce the waste of funds, reasonably allocate corresponding talent resources, and constantly improve the work efficiency. At the same time, only the timely release of the above information can attract more people's attention and make the above information play a sufficient role. Of course, local government departments should also make every effort to improve the supporting facilities, so that college students' independent entrepreneurship in rural areas should not only have accurate and reasonable overall regulations, but also effectively solve the problem that college students dare to go to the countryside

and are willing to go to the village, which should adopt corresponding incentive policies. The focus of this policy is to properly solve the life problems of college students in the process of rural entrepreneurship, and the government departments provide them with the most basic cost of living guarantee. For those self-employed college entrepreneurs who carry out animal husbandry and related technical services, the government departments can provide them with certain special subsidies, while for college students who are fully invested in public welfare and public services such as rural education, science, culture and health, their wages should be fully guaranteed by the government transfer funds.

4.2 Social Parties Jointly Create the Support System for College Students' Independent Entrepreneurship in Rural Areas

Local Application-oriented College Students' Rural self entrepreneurship activities must be combined with organization, system and service to form a strong rural entrepreneurship support mechanism. After the formation of this system, we can combine investment, project, information and other related resources to provide strong support for self-employed entrepreneurs, help them reduce the pressure brought by entrepreneurship and improve the success probability of entrepreneurship. The construction of rural entrepreneurship support system can not only save the time and money cost of rural self entrepreneurs, but also save the transaction cost to a large extent, relieve the pressure on their capital, and expand their access to capital. Specifically, to create a strong support system for college students to start their own businesses in rural areas, we should focus on the following three aspects.

First, we need to set up a rural self entrepreneurship risk fund. At present, the problem of capital has become the first problem that college students' self-employed entrepreneurs must focus on, as well as the Local Application-oriented graduates' self-employed entrepreneurs. In fact, a large number of college students who want to devote themselves to the rural self-employed business will have to give up the ideal of entrepreneurship because of the lack of funds. In order to solve this problem, it is very urgent to establish rural venture capital fund. Considering the current situation of our country, the rural venture capital fund should, under the unified leadership of the rural independent venture Committee established by the municipal government, cooperate with the relevant financial institutions through the local township government, jointly establish the rural independent venture capital fund, and do a good job in the approval and supervision of the fund. To apply for the venture capital fund, the township government must first set up a working group to carry out the preliminary examination, and then the qualified fund shall be submitted to the field expert group for reexamination, so as to ensure the normal and controllable capital flow. After the approval of the fund application, in the use and investment of funds and other links, the government departments should also strengthen supervision, and implement a comprehensive tracking management of the independent rural entrepreneurship projects to ensure the safety of funds.

Second, we should use industrial development planning to guide college graduates to start their own businesses in rural areas. Our government plays a leading role in the resource allocation system. It can get comprehensive information and guide Local Application-oriented College Students to take the responsibility of rural self entrepreneurship. Therefore, the government should play a leading role in the construction of new rural areas, implement scientific and precise planning for the development of rural animal husbandry and breeding industry, guide Local Application-oriented College Students to invest in rural self entrepreneurship, and provide them with necessary services, and increase the possibility of their success in entrepreneurship. Government departments should focus on increasing investment in travel, tourism, catering, accommodation, shopping, entertainment and other elements, so as to attract more college students to participate in it and promote the better and faster development of China's rural economy.

The third is to build the association of College Students' Rural self entrepreneurs. This organization is set up by college graduates. It aims to carry out learning exchange activities and realize resource sharing, so as to set up more convenient communication channels for entrepreneurs and those who are preparing to start businesses. Under the organization and drive of the association,

it can promote more outstanding entrepreneurs to play their due value, and promote mutual exchange and cooperation within various industries. At the same time, the association can also play a role of bridge and link, solicit the opinions and suggestions of members, reflect to the relevant government departments, form a channel of mutual contact between the government departments and entrepreneurs, and better protect the rights and interests of entrepreneurs themselves.

4.3 Colleges and Universities Should Give Full Play to the Advantages of Scientific Research to Support Rural Self Entrepreneurs

In recent years, the Party Central Committee and the State Council have issued many documents to actively encourage the development of modern agriculture. Agricultural production mode, technical equipment and management mode are all important parts of new rural construction. Nowadays, the fact that the technical ability and cultural quality are not qualified is the actual state of a considerable part of the farmers in our country, and there is still a certain gap from the new rural areas to build a well-off society in an all-round way. Therefore, institutions of higher learning should become an important carrier to train modern agricultural talents and rural self entrepreneurs. The development of modern agriculture in China must be based on higher education, and strive to constantly improve the overall quality of college students, so as to achieve the mutual transformation of labor resources and agricultural human resources, and fundamentally promote the development of rural economy in China. It is an important goal for the development of modern agriculture in China to cultivate more new rural entrepreneurs with high quality, so it is very important to improve the quality of rural entrepreneurs. Nowadays, the construction of new rural areas in our country not only needs the Local Application-oriented College students who invest in their own business to have strong professional technology, but also have good cultural cultivation and ideological and political quality, as well as a strong sense of innovation and a positive attitude towards life. At the same time, Local Application-oriented rural entrepreneurs should also have the sense of unity and cooperation. Therefore, all colleges and universities in China and all walks of life must realize that the cultivation of rural entrepreneurial talents can not be achieved overnight. Colleges and universities should take the initiative to transport the independent entrepreneurial talents to the rural areas and contribute to the new rural areas.

5. Conclusion

To sum up, the economic and social development of rural areas in China needs the support of rural entrepreneurs, which is inseparable from enough rural self entrepreneurship talents. At present, the overall quality of rural entrepreneurship talents and the current situation of modern rural development in Colleges and universities are divorced from each other, so the practical ability and innovation ability of students can not fully adapt to the needs of rural economic development, and the above ability just determines whether local application-oriented students can be competent for rural independent entrepreneurship. This requires all sectors of society to actively support college students' independent entrepreneurship in rural areas and promote the implementation of Rural Revitalization Strategy in China to achieve outstanding achievements.

Acknowledgments

Ideological and moral cultivation and achievements in the construction of applied model courses of legal basis.

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