

Investigation and Analysis on the System and Path of Revitalization of Rural Talents

Zhou Shuhan^{1,*}

¹ School of Information Science, Beijing Language and Culture University, Beijing, China

* zhoushuhan1030@163.com

ABSTRACT

The report of the 19th CPC National Congress pointed out that agriculture and rural issues are fundamental to the country's economy and people's livelihood. We must always make solving problems related to agriculture, rural areas and farmers the top priority of the Party's work and implement the rural revitalization strategy. The theme of this social practice is to investigate the status quo of the implementation of rural talent revitalization strategy in various places under the background of the national policy of rural revitalization, and to think about it.

Keywords: Rural revitalization, Talents, Institutional path, Social practice

1. INTRODUCTION

China's rural revitalization strategy is in a phase of continuous progress as the country achieves comprehensive victory in poverty alleviation in 2021. The fight against poverty requires talented people, as is the continuation of rural revitalization. The key to realizing the blueprint of rural revitalization lies in talents, who are the pillars of the rural revitalization strategy. If the rural revitalization strategy is to be promoted continuously, it first needs talents. Therefore, how to attract talents in rural areas has become our primary concern[1]. At the same time, while focusing on the introduction of talents, how to retain talents is also the focus we need to explore and pay attention to.

In the great article of rural revitalization, it is urgent to revitalize talents, especially to promote the participation of young people. To sum up, this paper has a unique research value. Therefore, through the investigation and research in the countryside, the author explores the specific design and implementation of the talent revitalization system in different provinces and townships under the background of the rural talent revitalization strategy, as well as its development effect. In the process, the rural talent revitalization system and practice, which pays attention to the combination of theory and practice[2], is a relatively new research field, and there are few achievements that can be used for reference. As a college student in the new era, based on the identity of youth and combining theory with practice, we should explore and think about how to promote the

youth to participate in the revitalization of the countryside.

2. PRACTICAL PROCESS

Practice time: team members will conduct practical activities such as data collection, investigation, publicity and interview for 21 days from August 5 to August 25, 2021. And the practice results are summarized and analyzed to form a practice report.

Practice locations: Fangshan District, Beijing, Jinzhou City, Liaoning Province, Baoding City, Hebei Province, Longyan City, Fujian Province, Yongzhou City, Hunan Province.

Survey methods: this survey adopts the combination of relevant data collection, questionnaire survey and interview, in which questionnaire survey and interview use online survey and offline survey.

Practical steps: from August 5 to August 7, collect documents and other materials about rural revitalization in their respective villages and organize them into documents; from August 8 to August 9, work together to produce questionnaires for three types of survey objects: villagers, village cadres and talents in the village. at the same time, make an interview outline for these three types of objects. From August 10 to August 20, inspection and investigation were carried out respectively. In order to actively cooperate with the local epidemic prevention work, the team adopted the method of combining online and offline investigation[3]; from August 19 to August 21,

the team members arranged and analyzed the investigation results. The captain led the team members to hold an analysis report meeting, collated and analyzed the collected materials, and formed written materials. From August 21 to August 25, the group held a practice exchange meeting, combined with their respective research results, made suggestions for rural revitalization, summed up experience, actively discussed, and transformed the practice results into the form of practice reports.

3.THE RESULTS OF THE SURVEY

Within the 54 respondents, 36 were male and 18 were female; Eighteen are under 30, 20 are between 31 and 50, and 16 are above 50;Thirteen are from Jinzhou in Liaoning province, 15 from Baoding in Hebei Province, 14 from Yongzhou in Hunan Province and 12 from Longyan city in Fujian Province[4]. We divided the respondents into three categories, including 29 villagers, 13 village cadres and 12 village talents. The average annual income of villagers and village cadres in the questionnaire survey is 5000-20000 yuan.

At the same time, we found that most of the villagers who participated in the survey were not very familiar with the rural talent revitalization strategy, and only 27.6% of the villagers thought they were familiar with the rural talent revitalization strategy.92.6% of the respondents believed that their villages responded to the call of rural talent revitalization, but generally believed that the effect of rural talent revitalization was not good.

3.1. Rural talent revitalization strategy related systems and measures

In response to the call of rural talent revitalization, Jinzhou City in Liaoning province has formulated many mechanisms. For example, Linghai city, under the jurisdiction of Jinzhou City, has adopted the "Red Firewood Plan" to send a group of young cadres to rural areas and join the grassroots[5]. In addition, Jinzhou actively develops agriculture-tourism integration industry and establishes e-commerce marketing team for agricultural products, making efforts to let villages have their own characteristic industry and enhance the sustainability of the existing rural revitalization industry.

Fuping, Baoding City, Hebei Province, is one of the earliest counties in the province to carry out the linkage plan between poverty alleviation and rural revitalization. For this reason, the relevant outstanding project team has specially set up a rural revitalization research experimental station in Fuping, and is accelerating the formation of the "Rural revitalization Fuping Model" based on the field situation and a large number of investigations and studies[6]. Fuping vigorously promotes the revitalization of rural industry, emphasizes the revitalization of rural governance, and tries to find

methods and policies suitable for the local actual situation in the revitalization of rural talents.

In the first year of the 19th National Congress of the Communist Party of China, Hengtang Town, Dong 'an County, Yongzhou City, Hunan Province, in order to implement government policies, focus on targeted poverty alleviation and promote agriculture by focusing on industry, and strive to tap the advantages of each village. Among them, Dali Mountain Black goat, headed by the representative village of rural revitalization, is expected to build a brand reputation in the province. At the beginning of the second half of 2018, in order to strengthen the construction of rural doctors, township governments took the lead in field research[7]. In order to solve the outflow of village doctors and other phenomena, proposals and suggestions were made: improve the treatment of village doctors and introduce talents; To realize the normalization of annual professional knowledge and clinical experience training of village doctors and improve the overall medical level of village doctors; The construction of village-level medical clinics to improve the villagers' access to medical care. In 2019, Hengtang Town mainly promoted the development of rural tourism. In recent two years, in order to better implement the spirit of the 19th National Congress of the Communist Party of China, Hengtang Town combined with the actual situation, the implementation of the "Five Xing and five Zero" project, promote the organic integration of grassroots governance and Party building, actively play the role of grassroots Party organizations and party members, for poverty alleviation, rural revitalization and other undertakings escort[8].

Longyan City, Fujian Province, has earnestly implemented the decisions and deployment of the CPC Central Committee and the Provincial Party Committee, comprehensively implemented the rural revitalization strategy, paid close attention to the development of modern agricultural industry with characteristics, continuously promoted the high-quality development of the city's agricultural and rural work, and established the Longyan Rural Revitalization Bureau, which started a new journey of comprehensively promoting rural revitalization. Longyan city pointed out that promoting rural revitalization is a comprehensive and systematic strategic project, in which talent revitalization should highlight the "military green". We will attach greater importance to the development of human capital in the process of rural revitalization, and train a new type of professional farmers who understand agriculture, love rural areas, and love farmers. We will make them the leading force in the development of modern agriculture and provide intellectual support for rural revitalization.

3.2. Overview of the implementation of the rural Talent revitalization Strategy

In the investigation of Jinzhou City, Liaoning Province, we can find that although the government has issued relevant systems and policies and implemented in some villages and towns, the strategy of revitalizing rural talents has not gone deep into the masses. At the same time, the problem of human resources still exists and is more serious. We believe that the implementation of the rural talent revitalization strategy in Jinzhou is still in its infancy and there is still great potential for development.

Through the field investigation and research on Dongchengpu Village, Fuping County, Baoding City, Hebei Province, we find that the rural revitalization strategy has not been fully rolled out and implemented in such a relatively remote village as Dongchengpu Village. In the process of practice, we find that there are more old people and children and fewer young people in the village, and it is difficult to find talents who return home to start a business or work. The phenomenon of brain drain is widespread and serious.

Through an online questionnaire survey on the status quo of rural revitalization in Longyan City, Fujian Province, we found that the permanent population in rural areas is small and the age structure is aging. This shows that there are many types of talents in shortage in rural areas, and the work of talent introduction needs to be further promoted. Policies and specific implementation measures on talent revitalization and introduction need to be better arranged.

4. PROBLEMS AND BOTTLENECKS ENCOUNTERED IN THE IMPLEMENTATION OF TALENT REVITALIZATION STRATEGY IN RURAL AREAS AT PRESENT

4.1. Rural talent revitalization strategy has not been widely popularized, need to go deep into the masses

In the process of investigation in Jinzhou City, Liaoning Province, we noticed that the vast majority of villagers said that they did not understand the relevant institutional policies of the rural talent revitalization strategy, and only heard of this strategy. Through the investigation of Dongchengpu Village, Fuping County, Baoding City, we can know that the masses do not have a deep understanding of the strategy of revitalizing rural talents, and most of the villagers say they do not understand the policy. In the process of investigating Hengtang Town, Dong'an County, Yongzhou City, Hunan Province, we found that Hengtang Town has implemented the strategy of revitalizing rural talents. Therefore, it is necessary for the government and other

relevant personnel to take some measures to arouse the enthusiasm of the villagers. Through an online questionnaire survey on the current situation of rural revitalization in Longyan City, Fujian Province, we find that although everyone knows something about the policy of rural revitalization, they all have only a little understanding, and few people know more about it.

4.2. Brain drain is still common in rural areas

Houtun Village, Xietun Township, is one of the places we investigated in Jinzhou City, Liaoning Province. Through the visit, we learned that there are three college students in this village, but they have no plans to stay in the village to work or start a business. Fuping County to jujube civilization, the main jujube supply and marketing industry, Dongcheng Pu Village is also the case. Lack of jujube related technical personnel in the village, villagers still rely on traditional technology to grow jujube, jujube tree is not updated, technology is not improved, is still dependent on heaven for food, the harvest is very low. At the same time, if centralized planting is chosen, there will be a lack of management talents in the village. The phenomenon of brain drain in Hengtang Town is relatively serious. In view of this problem, the government and other relevant personnel should first have the confidence to retain and introduce talents, and then take corresponding measures to expand the scale of talents in the village according to the local actual situation. All the rural respondents in Longyan City, Fujian Province believe that they exist. Most of them think that it exists but it is not serious, and a small number of them think that it exists and is very serious. It shows that the phenomenon of brain drain is widespread, and the serious aging in the age structure of the rural population can also be seen that there is a lack of rural talents at the present stage. The revitalization of the countryside needs manpower and wisdom, so talents in all aspects are essential. There are enough talents to revitalize the countryside. We need to call on talents to return to their hometown to work, improve the policy of talents returning to their hometown for development, and promote the revitalization of rural areas in terms of talents.

4.3. The policies and systems related to the rural talent revitalization strategy are not perfect or lack of strength

In an interview with college students in Houtun Village, Xietun Township, Jinzhou City, Liaoning Province, it is found that an important reason is that the incentive and security system for talents after returning home is not perfect. Based on the investigation of Dongcheng Pu Village and interviews with village cadres and other personnel, it is found that in this more remote mountain village, the policy slows down and the implementation progress is slow. The system is not perfect, and village cadres say that due to the lack of

corresponding funds, it is difficult to carry out the revitalization of talents. For example, if the village wants to carry out centralized jujube planting, production and marketing, it will require a large amount of money, but the village committee has no money, so it is powerless and unable to carry out its work.

Through the visit and investigation of Hengtang Town, we know that one of the reasons why the strategy of revitalizing rural talents is not smooth enough is that the preferential treatment and subsidies given by the government are not enough, resulting in people under the pressure of the mountain of supporting their families. I have to choose a relatively good job. In the questionnaire for rural cadres in Longyan City, Fujian Province, the cadres repeatedly mentioned the need to support policies to attract talents, to have good policy concessions to attract talents back to their hometown, and to correctly use policies to promote the revitalization of talents. It can reflect that the current rural policy on the revitalization of talents is not perfect, and the preferential support policies related to the return of talents have not been implemented or there are no reasonable implementation steps, which leads to the fact that the current policies do not play a substantial role in the revitalization of talents.

5.SUGGESTIONS AND PROSPECTS

5.1. Suggestions

(a) Strengthen publicity and reporting, popularize rural talent revitalization strategy

In view of the problem of insufficient popularization of rural talent revitalization, we believe that it can be alleviated by increasing the publicity and reporting of successful cases of rural talent revitalization. At the same time, other villages can learn from successful experience based on previous cases, which is conducive to rural areas finding appropriate ways according to local characteristics, and can also make the rural masses understand the rural talent revitalization strategy, which is conducive to the popularization of rural talent revitalization strategy. At the same time, the grass-roots government to write easy-to-understand brochures, production of propaganda videos and other reliable means of publicity reports.

(b) Strengthen the training of talents at the grassroots level

Talent is the key to rural revitalization. Through the results of the questionnaire survey, we know that the four regions surveyed by the team members all have a relatively common phenomenon of brain drain and prominent human resource problems. At the same time, 47.2% of the respondents said that the talent source in the local development process is local technical talent, and the introduction of talent is less. Therefore, we believe that training talents can help solve human resource

problems directly and quickly.

(c) Introduce better and more effective policies to support them

Through the introduction of more perfect and powerful support policies to promote the development of young talents in rural areas. During the investigation in Houtun Village, Xitun Township, Jinzhou City, Liaoning Province, the team members met three college students in the village and had a simple communication with them. The reason why these students do not want to stay in the countryside is that cities can provide a broader environment for development, and the future of entrepreneurship and employment in the countryside is not stable. It can be seen that relevant support policies, especially those for retaining young talents, are still not strong enough and lack of gravity. The introduction of more sound and powerful policies to support them will help encourage college graduates and other young talents to return to their hometowns and attract and retain talents in the process of rural revitalization. We believe that returning talents can be encouraged to return to their hometowns by increasing subsidies, providing venues and training support, and enhancing recognition and publicity.

(d) Attach importance to the role of rural cadres

Village cadres are an indispensable part of the rural talent revitalization strategy. Their identity and characteristics enable them to understand the situation of their village and the villagers, so that they can work in the village better, faster and more convenient.

(e) Improve rural development and narrow the gap between urban and rural areas

Many people who go out from the countryside think that the employment and entrepreneurship environment in the city is better, so they choose to leave the countryside. In addition, some villagers said that in order to cooperate with the revitalization of rural talents, they will adjust their mentality and fully trust the returnees. It is necessary to further strengthen the spiritual civilization construction of the rural masses, eliminate the misunderstanding of talents, and make the villagers really trust the returning talents and are willing to learn relevant technologies from them.

5.2. Prospects

(a) Human resources

In the next few years, it is hoped that more talents can return to their hometowns, so that villagers can learn the technology of relevant industries and lead the villages to increase income and become rich. More college students can go to the countryside for summer social practice and other research, publicity related activities; The village cadre team can be further optimized to make its age

distribution and knowledge structure more reasonable.

(b) Industrial construction

Many villagers who participated in the research expressed the hope that their villages could also find suitable characteristic industries, and under the guidance of relevant technical personnel to carry out the transformation and upgrading of rural development, and find the characteristic revitalization road suitable for rural characteristics; At the same time, some villagers hope that the government can give support to rural industries and solve the problem of "difficult to start".

(c) Quality of life

Some villagers expressed their hope that in the next few years, they could develop sideline business while doing well in the main business, and double harvest in the main business and sideline business to further improve their income. The villagers hoped that the technological development brought by the talent promotion strategy would help them get rid of the old idea of "relying on the weather for food"; Nearly half of the villagers hope to build a "beautiful village" and continue to promote the construction of rural infrastructure. In addition, villagers hope to improve medical education through the implementation of the rural talent promotion strategy.

6. CONCLUSIONS

At present, young people represented by college students are becoming more and more enthusiastic about taking part in rural construction. The paper believes that in the near future, through the efforts of villagers, grass-roots staff, the government, educational institutions and other efforts, the revitalization of rural talents will be carried out more and more smoothly. We hope that this practice can make a modest contribution to the promotion and promotion of the revitalization of rural talents, and sincerely hope that the strategy of revitalizing rural talents can make the life of the broad masses of rural people better.

REFERENCES

- [1] Xu Jun. Fangshan District, Beijing: speed up the implementation of the rural revitalization strategy and build a beautiful countryside in an all-round way [EB/OL]. <http://www.rmlt.com.cn/2020/1022/596668.shtml>.
- [2] Minxi Daily. Special investigation on the implementation of Rural Revitalization Strategy in Longyan City [EB/OL]. [2021-8-20]. http://www.longyan.gov.cn/xw/yw2/201809/t20180914_1374687.htm.
- [3] Feng Baoqing. Research on the Development of County Vocational Education in Longyan City [D]. Fujian normal University, 2017.
- [4] Hengtang Town. Strengthen the construction of the contingent of rural doctors and implement the proposal that there are doctors in villages and villages [EB/OL]. [2021-8-26]. <http://www.da.gov.cn/dahtz/0500/201806/84c2d033333e4a8798aaf9e84e317440.shtml>.
- [5] people's Daily online-Fujian Channel. Longyan, Fujian Province, strengthen talent support to help the rural revitalization of the old areas [EB/OL]. [2021-8-27]. <http://fj.people.com.cn/n2/2021/0601/c181466-34756230.html>.
- [6] Fuping County people's Government. How does Fuping plan the layout of this big article of rural revitalization? [EB/OL]. [2021-8-23]. <https://www.bdfuping.gov.cn/news/12056.html>.
- [7] Fujian people's Society. Longyan: to deepen the reform and empower the society to modernize its governance [EB/OL]. [2021-9-2]. https://www.sohu.com/a/487293477_121106994.
- [8] Longyan Human Resources supermarket. Hot spot information [EB/OL]. [2021-9-1]. <https://www.lyrcw.com/>.