

# The Equal Educational Paradigm of Public Welfare Entrepreneurship and Voluntary Service Value Education in Colleges and Universities

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**Abstract:** Public welfare entrepreneurship and voluntary services belong to the category of social public welfare undertakings, with a share a common starting point and objective target. But both in content, ways and methods of implementationare not the same. Also because of the existence of such differences, social entrepreneurship and voluntary service advantages and drawbacks respectively in their respective characteristics. This requires colleges and universities in modern high quality talent cultivation, social entrepreneurship and voluntary service values education must be taken to pay equal attention to education paradigm, to seize the homogeneity, and to promote the transformation of the convergence of both unity and coupling.

The report of the 18th Party Congress has pointed out: to deepen the mass spiritual civilization is to create activities, extensive voluntary service, to promote the activities of Lei Feng and to learn to promote moral normality normalization. [1] Voluntary service is an activity that provides services to promote human development, social progress and social welfare based on the expense of personal time and energy without material remuneration, [2] The spirit of dedication, friendship, mutual help and progress can ease social contradictions and promote the harmonious development of society. As a kind of social movement that promotes social development and modern civilization, voluntary service has been paid attention in many countries of the world. However, there are still disordered goals voluntary service in China, such as not fully reflected values, unclear positioning of college students volunteer, unsustainable development of activities, lack of professional operation. While, this corresponds to the rise of public entrepreneurship in developed countries in Europe and the United States in 1990s. As a new effective means to solve social problems, public entrepreneurship has become an important booster of economic development and social stability. Public entrepreneurship in China started late, far less than voluntary service activities. Although there are obvious differences in the concept of value, mode of operation and development of voluntary service, it is unanimous in the pursuit of goal and value, and there are coupling factors and transformation conditions between them, [3] which requires colleges and universities in the process of public education and voluntary education values of education must find the homogeneity to promote their convergence, coupling and unity in order to develop our public welfare undertakings to a new level, and to play a role on the national economic construction and social harmony and stability.

## The difference between the connotation of public service and voluntary service values

In China, public welfare entrepreneurship is only widely mentioned in recent years, also known as social innovation, social entrepreneurship or public innovation. In its definition given in 1998, Gregory argues that public interest should be in the nonprofit sector and that it is given a detailed explanation when the concept is introduced into our country. China Public Welfare

Entrepreneurship Research Center believes that public entrepreneurship as a social activity, should include three elements: First, the main public entrepreneurship refers to individuals, social organizations or networks; Second, the purpose of public entrepreneurship is to meet the needs of society, community to provide products or services, shoulder the social mission; Third, public entrepreneurship needs innovation and efficiency, but also the pursuit of social effects. [4]

As discussed above, voluntary service is a voluntary act that sacrifices the time and energy of a voluntary, but does not serve the purpose of material remuneration, while at the same time providing for human development, social progress, and social welfare service. [5] Due to the lack of social resources, the government cannot resolve every individual citizen's individual difficulties completely; the same due to social resources, government behavior cannot cover all kinds of social affairs, it is easy to cause society injustice, social contradictions, which naturally will affect the social and economic construction, and the well-off society of China's comprehensive construction. Values of voluntary service are altruistic and unselfish. The transcendence lies in the fact that they are in the correct understanding of matter and spirit, on the basis of the balance of solicitation and sacrifice, it is always possible to put the spirit above the substance, to pay and devote as a purpose and a goal, and to have more compassion and sense of responsibility than the average person, and to be firm and sacred for society and the state.

Public entrepreneurship and voluntary service are self-serving social responsibility and sense of mission have the same value starting point, and the pursuit of common goal, should belong to the scope of public welfare. First, public service and voluntary service practice content is different. Practice content is the concrete performance of the actual performance. Public service business focus on "entrepreneurship", entrepreneurship is inseparable from innovation, but also the need for commercial operation process, it requires students to have the ideal of public entrepreneurship and interest based on spontaneous formation of team organizations. [6] Public service and voluntary service implementation methods are different. Voluntary service can be a rescue, and volunteers can participate in some activities, it can be to help an old man cross the road and so on, while public entrepreneurship needs to professional, commercial and market activities to the specific implementation.

### **The status quo and problems of public welfare entrepreneurship and voluntary service values education in colleges and universities**

Public entrepreneurship is based on entrepreneurship but beyond the ordinary entrepreneurial activities. Because public welfare is the premise, foundation and goals, but also the soul of entrepreneurship. Public service entrepreneurship is the product of individuals, institutions or networks that capture new opportunities, to make up for the shortage of social institutions or to deal with the uneven distribution of social and environmental products, thus challenging the effectiveness of traditional structures. [7] Public service activities for entrepreneurs is clearly need a higher overall quality requirements, and through the realization of university education. Public welfare entrepreneurship education is the awareness, knowledge, ability and spirit needed for public service activities so that public entrepreneurs can effectively carry out the practice of public entrepreneurship practice. [8] Public entrepreneurship education needs to develop students'innovative entrepreneurial knowledge and skills and practical ability, but also need to cultivate students' public welfare concept and social responsibility. Voluntary service education is the new content of value education, is the spirit of mutual assistance, the spirit of serving the people, and the spirit of selfless dedication and actively participate in the cultivation of social practice spirit. [9] Due to the value homogeneity of public service and voluntary service, public

welfare entrepreneurship education should be combined with voluntary service education to integrate voluntary values into public welfare activities.

Voluntary service education in our country is accompanied by the development of voluntary service. However, there is a great change in the orientation of voluntary service value education. Voluntary service in our country can start from the beginning of the founding of new China, and the service is the purpose of "voluntary movement." Through only 30 years of evolution, especially through the gradual transition of the 1980s and 1990s, the 1993 youth voluntary action became a sign of importance until the 2008 Olympic Games were successfully held, and the Chinese voluntary service also has been fully developed and rapidly growing. In fact, in the preparation of the Beijing Olympic Games in eight years, the voluntary service has achieved a qualitative leap in the process, so that follow-up voluntary education has been in the smooth development. [10] With the development of the times and changes in the situation, the current voluntary service in the service object, service content, service path, service methods have changed, resulting in voluntary service values education reform. As the public entrepreneurship started in China late, public entrepreneurship education is also being explored. As the first national college students' public service practice competition held by Tsinghua University in 2010, the first Chinese college students' public welfare entrepreneurship forum held by Hunan University is the concrete form and summary of public education entrepreneurship education in colleges and universities. To encourage the progressive development of public welfare entrepreneurship, the Ministry of Civil Affairs also issued in November 2012 the "Government on the purchase of social work services guidance" ([2012] 196) documents to improve the leadership mechanism and service carrier, which create a vast space for the public welfare development and education. [11]

At present, there are shortcomings and problems between the public welfare education and voluntary education in colleges and universities not only have their own shortcomings. In terms of voluntary service education, although the voluntary service has been developed in our country for three decades, the value education of voluntary service in colleges and universities is not combined with the effective practice of socialist core values. The organization education of voluntary service also relatively lack of voluntary service that cannot highlight the individual students in the value of life and the pursuit of the case, so it is difficult to stimulate the voluntary service of college students' long-term enthusiasm and spiritual will. It should be recognized that voluntary education is different from the general political and ideological education. In terms of public welfare education, there is no clear definition of practical connotation of public welfare entrepreneurship education in colleges and universities. It is only considered that it is related to charity activities, voluntary service, public venture capital and traditional entrepreneurship.

### **Education paradigm of colleges and universities public entrepreneurship and voluntary service values education**

From the above discussion, we can see that public education and voluntary education are one of the educational tasks of colleges and universities, and are an important part of college education. But how to carry out public welfare education and voluntary education will directly affect the effectiveness of public education in colleges and universities, affecting the cultivation of college students public service and voluntary service development. Due to the indivisibility of public service and voluntary service, especially the homogeneity of the two, the education of public welfare and voluntary service value education in colleges and universities must grasp the homogeneity. First, we must grasp the homogeneity of the two values of the beginning of the education of college students. Second, we should grasp the homogeneity of the purpose of the two

objectives of education for college students. Public entrepreneurship and voluntary service in the purpose of the goal is the same, the pursuit of freedom and equality and happiness is the goal of human society. Third, we must grasp the homogeneity of the social role of the two students to educate. College students' public service and voluntary service are beneficial to promote social fairness and harmony.

Public service and voluntary service have the same value starting point and purpose goal, but also play an equally important social role. However, due to the different implementation, content, the way, the two kind of services will show their own characteristics and advantages. In terms of public welfare education, due to the late start of public service, less students practice, limited government support, few cases of success, and thus far less successful voluntary service activities and success, voluntary service activities in some of the values and methods form is also a public service business to study the transformation of learning. On the one hand, the professionalism of public service entrepreneurs can make it more rigorous organizational effect, which is most of the lack of voluntary service activities; on the other hand, public business activities and commercialization of the market can maintain the development cycle, and the usual voluntary activities due to the lack of self-hematopoietic function is often difficult to continue. Therefore, to pay attention to the value of voluntary service education at the same time, it is necessary for voluntary service and public entrepreneurship to make up for each other and convergence.

College innovation and entrepreneurship training need professional knowledge and skills education, which makes public service and voluntary service is bound to achieve the ultimate coupling and unity. Colleges and universities in the education process to deal with three levels of the problem: First, the value of the ideal and economic efficiency of the coupling. From the traditional concept of understanding the value of the ideal and economic benefits. However, the development of social welfare undertakings, the concept of value as a soul traction is indispensable, the economic benefits is to support the social welfare foundation and to promote the sustainable development of social welfare conditions. Second, the coupling of public welfare activities and professional standards. The professionalism, organization and rigor of public welfare activities are not faded by its sociality. In the past, some voluntary service activities have this flaw, while public welfare activities have these advantages. Public welfare undertakings also need efficiency and effectiveness, then its operation must also be rigorous, and even need to use the business model or follow the market mechanism to a high level. Third, the coupling of individual values and social benefits. Social welfare activities must be based on social benefits as a fundamental pursuit, but does not ignore the realization of individual values. The development of public welfare undertakings is not only conducive to cultivating the mental quality of college students, but also can greatly improve the ability of innovation and entrepreneurship of college students, and ultimately will be in the formation of social benefits to highlight the individual value of charm to promote the individual in public welfare progress, growth and sublimation.

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