

Study on the Strategy of Promoting Rural Revitalization with the Help of Innovation and Entrepreneurship Projects for College Students

Siying Li

College of Humanities, Sichuan Agricultural University, Yaan City, Sichuan Province ,625014
China

992473694@qq.com

Keywords: Rural Revitalization; Innovation and Entrepreneurship of College Students; the Symbiotic Mode

Abstract: The "Rural Revitalization Strategy" proposed in the 19th National Congress of the CPC is an important move to promote the future development of China's economy, create a harmonious society and realize the great rejuvenation of the Chinese nation, which requires the efforts of the whole society for implementation nation-wide. At present, college students serve as important forces to promote the sustainable development of China's economy, and their innovative and entrepreneurial activities have a very important driving value for the rural revitalization strategy. Therefore, while taking into consideration of solving the employment problem of college students, we should consider the way to guide and support their innovation and entrepreneurship, promoting the development of rural economy, and creating a new driving force to realize the rural revitalization strategy.

Introduction

On February 21, 2021, the central committee of the communist party of China under the State Council issued "Opinions on Comprehensively Promoting Rural Revitalization and Accelerating the Modernization of Agriculture and Rural Areas", making it clear that to comprehensively promote rural revitalization is a major task of realizing the great rejuvenation of the Chinese nation ", and called for " to pool the power of the whole society and the whole party to speed up the agriculture modernization so as to enable the overwhelming masses of farmers to live a better life". College graduates are an important new force for the socialist cause in the future, and the innovation and entrepreneurship based activities by college students are an important driving force for the sustainable development of the national economy, as well as an important force for comprehensively promoting the rural revitalization strategy. Therefore, it is very necessary to study the strategy of promoting rural revitalization with the help of college students' innovation and entrepreneurship projects.

1 Stimulating the Consciousness of Innovation and the Motivation of Entrepreneurship

While thinking about solving the employment problem of college students who are about to leave school, attention should be paid to guiding them to emancipate their minds, and they should be guided to pursue employment with the basic purpose of survival, and at the same time, college students should also be encouraged to realize that they can also choose the path of entrepreneurship with the goal of career, so as to form obvious innovation and entrepreneurship consciousness. Colleges and universities should start from the specific situation and stimulate students with excellent social skills, coordination ability and innovation ability, and they should not be confined in job hunting, rather, the college students should foster entrepreneurial passion [1]. Especially for some students who were born in rural areas, colleges and universities should integrate the relevant contents of the new rural construction and rural revitalization strategy to improve their willingness to make full use of various resources to return home and start their own

businesses so as to help them develop the awareness that they can also give full play to their talents in their hometown, and integrate the construction of hometown, the promotion of rural revitalization, the solution of personal livelihood problems and the realization of personal value [2] rather than merely rushing to cities for various jobs. For instance, the college and universities, for example, the Blood Orange Based Entrepreneurship Project is a full embodiment of "rural revitalization" and the fundamental educational goal of training students' entrepreneurship, this project is a good direction for rural students. Market development trend can be simulated through the campus practice, which can lay a foundation for the next step of real entrepreneurship. In addition, in the process of thinking about stimulating their entrepreneurial passion and creating their motivation to return home to start a business, we should face up to some practical difficulties, and focus on the targeted thinking to overcome the strategy, so that they can pack light on the road to return home to start a business and to prove their right choice with successful practice.

2 To Strengthen Entrepreneurial Education and Expand Opportunities for Entrepreneurship

In order to encourage graduates to actively innovate and start their own businesses to make contributions to the rural strategy, colleges and universities should imitate the relevant experience overseas in the teaching process of all subjects to penetrate the innovation and entrepreneurship based education to build a systematic and specialized entrepreneurship education system. Various types of colleges and universities should strengthen the implementation of the guidance work for graduates returning home to start businesses, and issue effective measures to improve their entrepreneurial ability, so as to ensure that they have formed the ability and quality corresponding to their passion and motivation when they graduate [3]. Based on this, universities should push forward the education from the following several aspects. One is that colleges and universities, if feasible, can set up practical curriculum related to entrepreneurship in rural area and formulate education plan with high operability and values. Practical cases should be added into education in flexible manner. With the demonstration effect of successful case such as Blood Orange Based Entrepreneurship Project to stimulate the enthusiasm of students who are aspired to return hometown for entrepreneurship. Based on the common awareness, colleges and universities can encourage students to start career planning with returning hometown for startups as the objective. With long period of efforts, sound environment for entrepreneurial culture can be developed in campus. Second, colleges and universities can incorporate innovation and entrepreneurship in the process of organizing campus activities. For example, various innovation and entrepreneurship competitions can be held, and a long-term mechanism can be established to implement entrepreneurship guidance more flexibly, frequently and effectively. Third, universities and related departments should join hands to create the conditions to build innovative entrepreneurial training platform, and provide opportunities for students the approximate simulation training for' innovative entrepreneurship, so that students can experience the practical procedures and scenes in a more practical manner in innovative entrepreneurship in the rural areas so as to improve their understanding the depth of entrepreneurship theory knowledge and help them form a real ability to withstand the test of practice[4]. In addition, colleges and universities should also guide students to deal with problems rationally according to the actual situation that setbacks inevitably occur when returning home to start businesses, and then carry out targeted frustration education for them, so that they are more prepared in psychology for entrepreneurial activities after graduation.

3 To Optimize the Top-level Design and Create A Suitable Environment

From the individual point of view of college graduates, it is very risky for them to give up the job opportunity in the city and return to the countryside to start their own business. Therefore, in addition to the convenient conditions provided by the school for them to form the consciousness, motivation and ability of innovation and entrepreneurship, the country should also provide favorable conditions for them in various aspects. In general, the country should build a sound rural

entrepreneurship security system according to the needs of guiding college graduates to return to their hometowns to start businesses and promote rural revitalization. Specifically, the country should consider the following aspects. First, we should devote ourselves to helping them solve the problem of entrepreneurial financing. Innovative and entrepreneurial activities for college students are similar to the situation of the overwhelming majority of small and medium-sized enterprises in the early development stage with financing problems in common. In this regard, local governments should, according to the macro arrangement of rural revitalization strategy, pay attention to the appropriate preferential policies and financial support for college students' entrepreneurial projects, and where conditions permit, they can also consider setting up special entrepreneurial funds to ensure that a series of college students' entrepreneurial projects can be started on schedule and run normally [5].

Taking the practice activity of "Blood Orange Project Entrepreneurship" for example, during the initial stage of the project, relevant associations of the school provided certain initial support funds to ensure the normal start of the project. Second, according to the needs of college students to start and promote innovation and entrepreneurship projects, a systematic and complete service mechanism should be established, and special consulting agencies should be considered to provide policy consultation for students who return to their hometowns to start businesses. According to the distribution of local college students who are interested in starting businesses in their hometowns, various skill training can be flexibly organized to achieve seamless connection with higher education, so as to continuously improve their entrepreneurial ability. According to the specific situation of college students in launching and promoting innovation and entrepreneurship projects, the social security problems of college students returning hometown and their relatives and the problems of education for their children can be solved flexibly. The third is to help them coordinate actively in market development and other aspects, so as to escort a series of college students' innovation and entrepreneurship projects. In the process of considering and coordinating the economic development in the area under its administration, and in the process of formulating the development plan of township enterprises, the local government should pay attention to reserving development space for college students to return home for innovation and entrepreneurship according to specific conditions. In places with various possibilities, county and town governments can come forward to formulate guidelines for college students' innovation and entrepreneurship projects [6]. Fourth, the rights and interests of college students in innovation and entrepreneurship projects should be fully guaranteed. Local governments should fully respect the intellectual property rights of college students and safeguard their legitimate benefits in the process of innovation and entrepreneurship. In this regard, the focus of local government work should be given to consciously resist local protectionism and avoid the phenomenon that local vested interests corrupt the fruits of young college students after the achievements in innovation and entrepreneurship projects were achieved. When college students successfully drive the development of specific agricultural products and a modern industrial chain was initially formed, the local government should strictly prohibit and seriously deal with the behaviors of maliciously excluding college students who have previously made contributions to the industry, and fully protect the rights and interests of college students who start businesses in rural areas [7].

4 To Strengthen Symbiotic Cooperation and Promote Rural Revitalization

To encourage colleges students to return hometown for startup in the context of popularity of rural rejuvenation strategy is different from the transient campaign going to countryside of the youth, which required that the college students went to the countryside and be rooted in the rural area. Based on this, they should make full use of wisdom, vision and resources to promote the modernization of agriculture in rural areas so as to narrow the gap with urban area. Generally speaking, college students were guided to return to the countryside, and they were encouraged to start businesses in the countryside, and support them to work hard together with the general farmers to build their rural hometowns into civilized and progressive communities as the cities [8].

To achieve this goal, college should emphasize the symbiotic relationship with the vast rural

areas when it is decided to support college students returning home for innovation and entrepreneurship. To strengthen their real identification with the rural areas, and form a heartfelt symbiotic consciousness for the temporarily backward rural areas, thus forming a high sense of identity [9].

Therefore, in the process of thinking about the realization of rural revitalization strategy with the help of innovation and entrepreneurship of college students, township governments and neighborhood committees should pay attention to guide them to cooperate with farmers. College students who are committed to innovation and entrepreneurship in rural areas should also take the initiative to communicate with farmers, actively get along with farmers, and deepen their understanding of rural areas. On this basis, to give full play to the advantages of college students in broad vision, advanced technology and open mindedness to explore business opportunities, find development space, and think about development ideas, so as to form projects with local characteristics that are welcomed and supported by farmers, required by local economic development and in line with the rural revitalization strategy. In the process of promoting college students' innovation and entrepreneurship projects, college graduates should take the initiative to invite like-minded farmers to join in and work together with them to push forward the project step by step and promote the continuous upgrading of rural industries [10].

In the comprehensive implementation of Blood Orange Project Entrepreneurship, the team also specially came to town to communicate with farmers who planted blood oranges to understand the progress and matters of the project. At the same time, the farmers, also the cooperators, saw the increase in incomes, as a result, multi win-win scenarios were achieved, which can be regarded as the due strategy to promote rural revitalization.

5 Conclusion

In conclusion, great progress has been made in China's economy after the reform and opening up. According to the logic of getting rich first to help getting rich later to achieve common prosperity, the rural revitalization strategy has been put forward and gradually implemented in an all-round way, and the modernization of rural farmers has been promoted with the efforts of the whole country. Under such circumstances, college graduates, from vast rural areas, should consciously participate in promoting the realization of the rural revitalization strategy and contribute their talents to building their hometowns into a civilized and progressive place like cities. In this regard, colleges and universities should make efforts to stimulate students' innovative consciousness, and students should be encouraged to create the motivation to return home and start their own business. Education on innovation and entrepreneurship in rural areas should be integrated into the teaching system and daily campus activities, and the mode of vocational education should be used to expand entrepreneurial opportunities for them to ensure that they form enough abilities and qualities. The nation should, according to the needs, optimize the top-level design and create a perfect service mechanism and rights and interests protection mechanism, so as to form the environment suitable for college graduates to return to their hometowns for entrepreneurship and innovation. Grass-roots political power in rural areas should be used to guide students in rural innovation and entrepreneurship to strengthen and form symbiosis consciousness with local farmers, so as to form a symbiosis state with the common development of rural economy in the process of promoting innovation and entrepreneurship projects, so as to ensure the practical effect of promoting rural revitalization through multi win-win results.

References

- [1] Li Yibo. Comprehensive implementation of rural revitalization strategy and acceleration of agricultural and rural modernization[N]. Anyang Daily, 2021-02-08(003).
- [2] Zhai Hui. Research on the evaluation system for college students in innovation and entrepreneurship ability quality from the perspective of rural revitalization[J]. Journal of Nuclear

Agricultural Sciences, 201,35(03):773.

[3] Sun Peng, Li Fan. Research on the employment problem of rural college students returning home under the background of rural revitalization[J]. China Southern Agricultural Machinery, 2020, 51(24): 143-144+155.

[4] Li Dan, Xu Xiaoli. Rural innovation and entrepreneurship practice of college students in the context of rural revitalization[J]. Journal of Nuclear Agricultural Sciences, 2021, v.35(01):261-261.

[5] Li Yanan. Research on the realization mechanism for college students in innovation and entrepreneurship in promoting rural revitalization[J]. Agricultural Economics, 2020(8).

[6] Ye Haiyan, Huang Mugan, Zheng Siwei, et al. Exploration on the integration of innovation and entrepreneurship projects and rural revitalization strategy[J]. The Farmers Consultant, 2019, No.610(04):228-229.

[7] Wu Kaishuang, Zhu Liwei, Gao Hailong, et al. Research on the connecting path between college students' innovation and entrepreneurship and rural revitalization[J]. Science & Technology Vision, 2020, 000(009):209-210.

[8] Liu Li. The Integration of "Rural Revitalization" entrepreneurship and innovative education for college students[J]. Guangdong Sericulture, 2019, 053(006):114,116.

[9] Guo Chen. Research on college-graduate village officials leading villager entrepreneurship in the context of rural revitalization strategy[D]. 2019.

[10] Feng Tao. Discussion on the development measures in rural entrepreneurship resources in the context of rural revitalization strategy[J]. Human Resources Development, 2019, 000(009):40-41.