

# Research on the construction of talent support system for industrial revitalization in the strategy of rural revitalization

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**Abstract:** The rural revitalization strategy was first put forward and implemented in the report of the 19th CPC National Congress. To meet the needs of our country's new principal contradiction, it is an inevitable requirement of realizing socialist modernization. In order to ensure that the rural strategy is truly implemented, does not go astray and promote development, The Rural Revitalization Law of the People's Republic of China officially came into force on June 1, 2021. The law is the legal guarantee, reference basis and action guide for the implementation of the rural revitalization strategy. But the rural development is not fully comprehensive. The talent support system for rural industrial development has become the biggest bottleneck and difficult problem in promoting the rural revitalization strategy. This requires cultivating the soil for building the talent system for rural revitalization, that is, learning from the perspective of enterprise organizations: developing scale management, new forms of agricultural organizations and new business entities; A systematic talent training system built from the branches mainly includes local talents, foreign talents, professional talents, Can "inside and outside and repair" to solve the problem of rural industry development.

**Keywords:** rural revitalization, talent support system, new business subject scale operation

## 1. The background of the strategy of Rural Revitalization

In the report of the Nineteenth National Congress in 2017, it was pointed out that the main contradiction in our country is the contradiction between the people's need for a better life and the insufficient imbalance<sup>[1]</sup>. The most prominent manifestation of imbalance and inadequacy is the imbalance between urban and rural development and the inadequacy of rural development. In the Nineteenth National Congress, President Xi pointed out that the strategy of Rural Revitalization should be implemented. After the successful conclusion of the battle against poverty in 2020, On February 25, 2021, the brand of the National Rural Revitalization Bureau was officially put up. In order to ensure the implementation of the strategy of rural revitalization, On April 29, 2021, the Rural Revitalization Promotion Law was adopted to clarify the direction and objectives of the development of Rural Revitalization in the form of law.

With the successful conclusion of the battle against poverty, the focus of rural development has shifted historically. The strategy of Rural Revitalization is of great practical significance for the Party and the state to adapt to and respond to the main contradictions in China based on the current situation of China's development. At the same time, it is also a major decision made in the light of the long-term goal of realizing socialist modernization in China. Agricultural and rural modernization is the component with the greatest potential and stamina in the construction of China's modern economic system. It is of great significance for China to realize a strong socialist modernization country.

## 2. The position of talent support in the strategy of rural revitalization

In view of the insufficient comprehensiveness of rural development at present, In the initial stage of the implementation of Rural Revitalization, Rural revitalization should focus on the development of industry, Industrial development will attract more talents to devote themselves to rural undertakings, The storehouse is solid and knows etiquette, Industry revitalization to promote cultural revitalization,

industry revitalization of the most critical and direct demand of rural talent support, no talent support, the development of rural industry cannot lead and drive, also directly related to the organization revitalization of the talent quality, a group of advanced concept of talent, ecological revitalization is easier to achieve, so the talent support system construction is not only the foundation of industry revitalization, is the key of the country layout and the breakthrough. During his visit to Shandong province on June 14, 2018, Xi Jinping pointed out that "Talent is the key, and all kinds of talents should be actively gathered to provide talent guarantee for rural revitalization." The demand for talents for rural revitalization reflects the pivotal role of talent support in the implementation of the rural revitalization strategy. [2]

### **3. Analysis of the dilemma of talent support construction**

Since the rural revitalization strategy is put forward, the grassroots has paid great attention and attention, by signing with high-level talents, formulate local rural revitalization to promote regulations, carry out the "millions" talent plan, "ZhaoCaiYinZhi" power rural revitalization, around the country combined with the local actual situation constantly explore implementation path, experts and scholars for rural revitalization, writing said, but the reality inevitably encounter many difficulties and challenges. It is precisely because the constraints of talent support are the biggest bottleneck of the rural revitalization strategy that rural revitalization has become the most difficult bone to solve in the main contradiction to meet the people's needs for a better life.

#### **3.1 The total amount of labor force is insufficient**

The development of urbanization, the rural labor force to give up low efficiency land, transfer to urban workers, according to statistics, engaged in the primary industry of labor force from 283 million in 1978 to 194 million in 2019, in the composition of all labor, the proportion of the primary industry fell from 70.5% to 25.1%, we can see not only the total number of agricultural labor in decline [3], agricultural labor accounted for all labor proportion also reduced. Of course, part of the reason comes from the development level of mechanization instead of the rural labor force, But because the traditional idea of "farming at home" is deeply rooted in most people, In addition, the traditional farming methods have low agricultural benefits, In particular, modern young people have no desire to take root in the countryside, It is an indisputable fact that rural areas have become very short of labor force, Although the country now has a lot of preferential policies, such as grain subsidies, But the gravity of stable urban wages is far greater than the pull of government grain subsidies to rural areas, Large areas of cultivated land are abandoned, Making the problem of "who will farm the land" become increasingly serious, The labor force undoubtedly leads to the implementation of the rural revitalization strategy.

#### **3.2 Imbalance between supply and demand structure**

After completing the building of a moderately prosperous society in all respects, China has embarked on a new journey to achieve the second centenary Goal, The comprehensive construction of a modern socialist country requires the modernization of rural agriculture and farmers, In order to make our comprehensive national strength remain invincible, In the face of profound changes unseen in a century, The Chinese people firmly keep their jobs in their own hands, The great rejuvenation of the Chinese nation requires for agriculture and rural areas to enter a new stage of development, Only when the new transformation of farmers can we meet the development needs of the new era, Then the reality is that the farming workforce is getting more clearly aging, They cling to the traditional business style of smallholder farming, To meet the most basic life needs, No greater pursuit, vision and ability to broaden the scale and benefit of agricultural development. Although in some developed areas of land system innovation to agricultural management mode change, but farmers overall agricultural planting professional quality is not high, agricultural mechanization skills need to solve, agricultural products brand market development ability needs to expand, is unable to adapt to the land scale in the new period, supply and demand structure imbalance, overall our country small farmers and the basic pattern of family management, pattern can not open, the more migrant farmers will be, in turn, the more migrant workers, the more scarce labor dedicated to rural development, the harder to open agricultural scale management pattern.

### ***3.3 Limited in scale***

Since the implementation of the household contract responsibility system in China, Has been farming in every family, The farming model of every household management, This method of farming has motivated farmers for a long time, But as The Times advance, This small farming limits the scale of agriculture, Small-scale farmers cannot achieve the large benefits of farmers, Lead to a serious loss of local farmers, Thus, the traditional farming practices, No longer adapt to the development requirements of agriculture in the new era, on the other hand, Due to the industrial characteristics of agriculture, Whether it is food or fruit and vegetables, Need to invest manpower, resources first, But the return cycle is long, Compared with the stability of the monthly wages paid for urban workers, The latter brings the satisfaction of security, This problem and the government's support for new agricultural business entities is not much, Insufficient strength is also closely related to it, Combined with the very low prices of agricultural products, Income is very difficult to raise, The rural market does not attract foreign organizations and people strongly, Rural hollowing out is becoming more and more serious, The sustainability of agriculture is deeply worried.

To sum up, the difficulties faced by the talent support construction mainly reflect the development bottleneck brought by the "quality" and "quantity" of the labor force and the lack of attraction to talents caused by the limited large-scale operation.

## **4. Talent support construction conditions and mechanism**

### ***4.1 Steadily promote and improve the road of large-scale rural land management***

We will explore ways to broaden the active development path of rural collectives and revitalize all kinds of assets owned by collectives. Under the property rights system without changing collective land ownership, we will promote the reform and application of the separation of the three rights in rural areas, "flow" rural land, help form a new form of large-scale business organization, and do everything possible to increase farmers' property income.

#### ***4.1.1 Promote the reform process of the "separation of the three powers"***

The three rights specifically refer to the ownership, management rights, contract rights, The separation of the three powers, Make China's rural land system from the "public and private" into the "public sharing" stage, From the unification of contract right and management right to the separation, Not only solves the problem of idle land caused by the transfer of rural labor force to cities, And to adapt to the agricultural scale, intensive, mechanized production has laid an institutional foundation, It means bidding farewell to the traditional form of household production contract responsibility system, More productive agricultural production, Total agricultural products are larger, Farmers' agricultural industry benefits have been improved, In order to have a greater gravity to retain rural talent rooted in rural development, More enthusiasm for agriculture. On the other hand is also the premise of building new talent support system and guarantee, under this mode, farmers and foreign personnel according to the division of labor, respectively as different roles, such as marketing, such as business, brand, to meet the needs of high quality development, meet the needs of people for a better life, mechanized production, division of labor collaboration, each.

#### ***4.1.2 Accelerate the standardization and guarantee of the transfer form of land management rights***

The premise of the "separation of the three rights" is the land transfer, After the separation of the three rights can the land be better on the road of scale management, by the way of practice, The current form of land transfer guaranteed by the law, Including but not limited to the traditional family farmers to lease, subcontract, exchange the land and other ways, In 2019,37% of the contracted rural land was transferred nationwide, The circulation area reached 550 million mu, Some economically developed areas have a higher circulation rate, Zhejiang, Jiangsu and Shanghai transfer more than 50%<sup>[3]</sup>, But large-scale management is still particularly slow to drive in some areas with insufficient innovation, It restricts the scale of agriculture and the development speed of industry, strengthen publicity, Open up the farmer's view, Expand the scale and scope of this new mode of operation.

### ***4.2 Cultivate new types of agricultural business entities, and realize the organic connection of farmers with modern agriculture***

New agricultural business subject to adapt to the new era of high quality, high efficiency of new

force, in agricultural scale management, industrialization mode, plays a positive role, no new operators modern agricultural organization form is no organizers and executors, new operators can be engaged in planting, breeding, processing, tourism, its expanding emerging industries, in the industrialization of development also drive the surrounding farmers' income, is the main force in the process of agricultural and rural modernization. For the dynamic tracking of the quantity and quality of new agricultural business entities, the government should do a good job of archives recording their change trend, timely take safeguard policies and measures, accelerate the pace of industrial structure adjustment, and attract more high-quality rural farmers on the road of new agricultural business entities.

#### ***4.3 Developing agricultural enterprises***

By providing funds and loans, To guide urban enterprises to use their funds for industrial development, To the countryside to expand business or extend the industrial chain to develop rural characteristic industries, On the basis of a full investigation of the market and the village conditions, Combining industrial and commercial enterprises with characteristic industries, Draw on other's strong points to offset one's weaknesses, Industrial innovation, Take a road of urban and rural characteristic industrial integration, Form a multi-plate development model, Thus establishing the "enterprise + government + village" triple linkage mechanism, Government regulation, Enterprise as a guide, Rural impetus to jointly create a good situation of rural characteristic industries<sup>[4]</sup>, Urban enterprises should analyze and judge what industries are suitable for development before they go to the countryside to expand their business, We should not blindly pursue "lofty" and blindly copy the successful experience of other villages, We can not simply use urban thinking to develop rural areas, Maintain the characteristics of rural areas and local culture. We should adapt measures to local conditions and village conditions."Pay attention to the characteristics of diversified development, do not engage in homogenization, blindly follow the trend, recruit local farmers in agricultural enterprises to develop industries, let farmers according to their personality, expertise, in their respective posts, and establish a staff wage system, to ensure the basic income of farmers, attract farmers willing to find jobs at home.

### **5. Build a scientific and reasonable talent architecture system**

Build system, reasonable rural revitalization of talent support architecture system is the premise and foundation of country revitalization strategy implementation, landing, need to cultivate local talents combining with introducing foreign talents, introducing and exchanging, rural revitalization strategy of talent support system construction including cultivating local talents, guide urban talents to the countryside, to promote the professional talent service country<sup>[5]</sup>, for three types of talent effective, accurate training, guide, promote, is a constantly explore, deepening topic.

#### ***5.1 Cultivate local talents and become the main body of the rural talent support system***

New democratic revolution period, farmers is the main force of the Chinese revolution, after the founding of new China, the pace of reform and opening up took the first step from the countryside, play an important role in social progress, in the new era, to agricultural modernization, still need training, cultivate farmers skills, accomplishment, play the main enthusiasm as the main force of rural revitalization.

New era of crop farming comprehensive mechanization level, agricultural science and technology progress contribution rate is higher and higher, the traditional smallholder economy is under unprecedented challenges, the development of modern agricultural organization form, a large-scale management mode, requires farmers as a new professional farmers, new business subject, comply with time development, in agriculture, aquaculture, tourism production, management and management of culture, understand technology, good management, management, to adapt to the path of modern agriculture development.

As individual farmers should have the concept of lifelong learning, according to the industry division of labor and personal expertise play their expertise in technology, management, management, actively accept the government, promote education training, technical support, entrepreneurial guidance, in the face of market production, management, the government can through the construction of excellent agricultural demonstration projects, cultivate a batch of advanced industry leader or professional demonstration talents, more farmers into demonstration project operation or through leader mentoring let farmers get advanced technology, faster to help farmers realize identity transformation.

New business organizations such as agricultural enterprises can learn from the compensation system of urban industrial enterprises, guarantee the basic income of farmers by paying wages and dividends, stimulate their enthusiasm to work more often, and attract and retain local talents to take root in rural areas.

### ***5.2 Attract foreign talents and serve as the backbone of the rural talent support system***

Our poverty to complete the development of poverty alleviation industry, promoting modern agriculture, or education, medical care and other public services, are inseparable from a large number of understand market, good management, understand technology, expertise to drive farmers' income poverty<sup>[6]</sup>, achieve long-term stable development, foreign talent support role cannot be ignored, the implementation of the same country revitalization strategy need to absorb poverty to be completed successful experience, attaches great importance to the leading role of foreign talents.

Build a batch of leading local farmers to adapt to the new form of rural industry, to develop and operation of new agricultural industry, expand the agricultural market, build, promote agricultural products brand "culture, technology, management" industry management team, revitalize the rural resources, the rural resources into new industrial assets, for the villagers to bring benefits. To attract foreign talents rooted in rural areas, on the one hand, need the government is more attractive than urban policy, such as welfare policy, title promotion policy, to attract foreign talents, urban talents, rural service, the government as the promoter, guarantor, the first jurisdiction, need logistics and legal support, solve industry managers rooted in rural children education, family health care, social services and a series of problems, meet the needs of basic life, social needs of foreign talents.

### ***5.3 Promoting professional talents to serve the rural areas is the key to the rural talent support system***

Rural professionals is the inevitable product of modern agricultural development to a certain stage, is the market, is for the new era of "three rural" solve professional problems, special services, in order to better guarantee the normal operation of agricultural production, rural ecology, culture, the rule of law construction, such as agricultural machinery maintenance services of agricultural personnel, legal service personnel, social work, cultural talents, etc., are indispensable to the development of modern agriculture.

As vocational colleges and colleges of higher learning should have the mission and responsibility of rural revitalization and development in the new era, Closely in line with the problems and needs of modern rural development, Set up the relevant majors, In-depth investigation and research on agriculture, rural areas and farmers, Let the new professionals really see that the countryside is a promising platform, Combining theoretical teaching with practical exercise, All-round training and shaping a group of professional rural talents who love rural areas and realize their personal professional value through the revitalization of rural development, For example, we should encourage college students and teachers to set up practice teams in the summer vacation and winter vacation, To help promote rural revitalization and development, To contribute, wisdom and suggestions for rural education, industry and culture, Undoubtedly, it is not a practical path to introduce foreign talents and professional talents to discover the new countryside and devote themselves to the development of the new countryside.

## **6. Conclusion**

In summary, to establish a talent support system for industrial revitalization, we must find the root of the talent system, guarantee and cultivate the talent support system by law. Drawing lessons from the perspective of enterprise organization, we should promote the construction of new forms of agricultural organization, expand the scale of operation of agricultural organizations, and form agricultural industrialization, Under the organization, we will train a number of new farmers, provide production technical guidance, accelerate the transformation and upgrading to large professional households, give full play to the demonstration and leading role of new agricultural business entities, and expand their influence and radiation scope in agriculture. On the basis of cultivating the soil of rural talent system, the talent support system for rural revitalization strategic industrial revitalization should be established, which mainly includes three parts: cultivating local talents, attracting foreign talents, and promoting professional talents to serve the countryside, as the direction of developing rural revitalization talents.

Only from the root and leaves can we fully activate the vitality of rural development, so that rural revitalization into the fast lane, benefit farmers, the country rich prosperity!

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