

Study on Rural Revitalization under the "Drive-Push-Initiative" Mechanism -Taking Graduate Students of Guangxi Universities as an Example

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Abstract: After the task of poverty alleviation in the new era is completed on schedule, rural revitalization is the new proposition, and local colleges and universities are the main position of talent cultivation, which should take the mission of serving the major national strategies and take up the task of the times for comprehensively promoting rural revitalization. In order to strengthen the implementation effect of local college graduates serving rural revitalization strategy, this study takes the graduate students of Guangxi colleges and universities as an example, and investigates the willingness of graduate students in Guangxi to serve the rural revitalization strategy and the current situation of their work. It is found that there are problems such as "difficult to take root", "difficult to take root", "difficult to take deep root" and so on among the current graduate students of Guangxi to serve rural revitalization.

Keywords: rural revitalization, Guangxi universities, graduate students, social governance, integration mechanism

1. Introduction

Education is a major plan of the country and the party, and the important mission of higher education is to serve the economic and social development and to be compatible with social development[1]. Postgraduate education is an important part of national talent cultivation, and postgraduate employment is an important part of the whole process of postgraduate education. Talent is the key to comprehensively promoting rural revitalization, and high-quality talents are powerful backbone forces in the rural revitalization strategy. The innovation and development of graduate education in local colleges and universities is an important initiative to promote the construction of local economy, and it is also a key initiative to cultivate and deliver a group of high-quality and complex talents who know the countryside, love the countryside, and are willing to dedicate themselves to the construction of the countryside for the revitalization of the countryside. In the important intersection period of two hundred years, although Guangxi has experienced leapfrog development, it is still in the stage of catching up development, and in order to realize comprehensive rural revitalization, it is necessary to consolidate the foundation of development from the source, and actively guide and cultivate a large number of young talents of the new era, to devote themselves to grass-roots construction, and make efforts to break through the key points and difficult problems in the implementation of the strategy of rural revitalization.

2. Analysis of the current situation of local college graduates serving rural revitalization

2.1 Rural revitalization strategy and local college graduates

The strategy of rural revitalization is a major strategic plan put forward by the 19th Party Congress to solve the "Three Rural Issues" in the new era.[2] The report of the 19th Party Congress points out that the issue of agriculture, rural areas and farmers is a fundamental issue related to the national economy and people's livelihoods, and that it is necessary to take the solution of the "Three Rural

Issues" as the top priority of the work of the Party as a whole. It is important to always make solving the "three rural issues" the top priority of the work of the whole party, and to implement the strategy of rural revitalization. The connotation of the rural revitalization strategy includes industrial revitalization, talent revitalization, cultural revitalization, ecological revitalization, etc., emphasizing the concept of green development and sustainable development, and comprehensively promoting the realization of agricultural and rural modernization. The implementation of the rural revitalization strategy is an important element of socialism with Chinese characteristics in the new era, and is a solid strategy to improve the modern social governance pattern. Graduates of local colleges and universities refer to students graduated from general colleges and universities within the scope of local regions who receive higher education, including graduate, undergraduate and specialized students. Along with the deep development of higher education, the proportion of graduate students in the group of graduates of local colleges and universities is getting larger and larger, and the historical mission and responsibility borne by graduate education is getting more and more attention from the society. In July 2020, the National Conference on Graduate Education emphasized the need to guide the high-quality development of graduate education, and the need to pay attention to the cultivation of graduate students' ability to serve the economic and social construction. In July 2020, the National Conference on Postgraduate Education emphasized the need to guide the high-quality development of postgraduate education, and to pay attention to the cultivation of postgraduates' ability to serve economic and social construction. The victory of the 20th Party Congress opened a new era of reform and development of postgraduate education, and the President of the State Council also emphasized that "education, science and technology, and human resources are the basic and strategic support for the comprehensive construction of a socialist modernized country", which also pointed out the direction of the reform and development of postgraduate education.

Under the new situation, the education of local colleges and universities and the strategy of rural revitalization have logical self-consistency. Local colleges and universities are important bases for talent cultivation, and with the gradual expansion of the demand for all kinds of high-level professionals for rural revitalization, local colleges and universities, through reforms and innovations, have continuously improved their educational functions and practice links according to the demand for professionals for rural revitalization, and have served rural revitalization through their professional settings. The comprehensive implementation of rural revitalization also provides a huge practical platform and innovative and entrepreneurial scope for the innovative development of education in local colleges and universities, and actively guides a large number of outstanding college students to enter the countryside, promotes urban-rural interaction, and facilitates the flow of talents to the grassroots. Through literature combing, it is found that: many experts and scholars at home and inside and outside the region have carried out some researches on graduate students' service for rural revitalization, and it is generally believed that the willingness of graduate students to serve rural revitalization is mainly affected by the joint influence of individual characteristics, push factors, pull factors, and intermediate obstacles; the effect of graduate students' service for rural revitalization is mainly based on the graduates' full consideration of their own advantages and disadvantages after the "limited rational choice", attributed to the dedication of graduate graduates themselves and the opportunities in the process of rural revitalization; the hindering factors for graduate graduates to serve rural revitalization are mainly the distance between urban and rural areas, cultural differences, salary and treatment. Taken together, graduate-level talents can provide talent support, technical support and cultural support for rural revitalization, while at the same time the broad radiation area of the rural revitalization strategy can greatly alleviate the employment pressure generated by the vigorous expansion of graduate students.

2.2 Current situation of graduate student specialties and structure in Guangxi universities

The structure of postgraduate specialties in Guangxi universities is based on science and technology and management, taking into account humanities and social sciences, and some application-oriented specialties are set up according to regional characteristics. In the field related to rural development, the postgraduate specialties of Guangxi universities are also more comprehensive, covering agriculture, gardening, rural development, rural economic management and other fields closely related to rural revitalization. According to statistics, as of 2022, a total of 32 colleges and universities in Guangxi have set up postgraduate majors related to rural revitalization, covering more than 30 majors, such as agronomy, rural science and planning, agricultural economic management, and agricultural resources and environment. The professional structure of university graduates is relatively complete, with academic majors such as doctoral degrees in agronomy and civil engineering, as well as application-oriented majors such as master's degrees in agricultural technology promotion and rural economic

management. This multidisciplinary and comprehensive professional setting and structure equips graduate students of Guangxi universities with a wealth of knowledge and skills, and enables them to provide diversified support for the implementation of the rural revitalization strategy. However, the data also show that the number of postgraduate students majoring in agriculture is relatively small, and there are still deficiencies in talent cultivation, which requires further strengthening of the setting and cultivation of related specialties to meet the demand for professionals in the rural revitalization strategy.

3. The problem analysis of graduate students' service for rural revitalization in Guangxi colleges and universities

High-quality postgraduate education has an upgrading and solid supporting role for the implementation of rural revitalization strategy. The key focus of high-quality graduate education in local colleges and universities is to promote graduate training and development in a planned, purposeful and organized manner according to the local economic and social wants and the laws and objectives of graduate training.

3.1 Formalization of government department-driven approaches that make it difficult for graduate students to "put down roots" in villages

Governments at all levels pay attention to and practice the cultivation of college graduates in order to continuously promote the pace of rural revitalization[3]. There are many policy departments, many policies are under the responsibility of different administrative departments, and the coordination and processing mechanism of relevant departments is not sound, and the procedures for graduate students to find policy protection are complicated, difficult, and inefficient, which cause physical and mental fatigue in the long run; the policy departments drive the graduate students to develop better in the countryside through training in the daily life, but the training is mainly generalized training, and there is a lack of peer-to-peer training and tracking, which cannot realize the target development of graduate students. However, the training is mainly generalized training, lack of point-to-point training and tracking, and inability to realize target orientation, which leads to an unusually difficult agricultural work environment that many graduates are not willing to devote themselves to, and the salary and development opportunities cannot meet the psychological expectations of graduates, resulting in graduates' "difficult to put down roots" in the countryside.

3.2 The generalization of the talent training model in universities, which makes it difficult for graduate students to take root in the countryside.

Local colleges and universities shoulder the mission of serving local economic development, colleges and universities serve the strategy of rural revitalization, and college students have become an important growth point for colleges and universities to carry out the mission of educating people and cultivating high-quality talents, and postgraduates are even more concerned about the group. However, there is a generalized phenomenon of talent cultivation mode in local colleges and universities, reflecting the "city-centered" concept of education, i.e., the talent cultivation mode is urbanized, internship opportunities are urbanized, ideology is urbanized, and employment guidance is urbanized, which makes it difficult for graduate students to adapt to and choose rural work after graduation, and difficult for them to settle down and work in rural areas for a long period of time.

3.3 Diversification of employment options for graduate students, making it difficult for graduate students to "deepen their roots" in the countryside.

Although graduate students in colleges and universities are actively involved in rural revitalization with the ambitious goal of benefiting the countryside and serving farmers, they still face many practical problems[5]. The graduate students need not only strong courage but also firm perseverance to devote themselves to rural construction.

4. Path options for improving the "drive-promote-initiative" mechanism

With the in-depth promotion of China's rural revitalization strategy in the new era, college graduate students, as an important talent reserve, their role in serving rural revitalization has become increasingly significant. However, through the above analysis, the traditional model of graduate

education still has certain problems, and the three types of subjects, namely the government, universities and graduate students, have not given full play to the effectiveness of university talent training in serving rural revitalization. Therefore, it is necessary to improve the mechanism of "drive-promote-initiative", i.e., the government departments are driven by the clear cultivation goal of graduate education, and the departments of universities and colleges combine with the talent cultivation mode to promote graduate education in a coordinated way, to promote the formation and development of graduate students' concept of employment, and to give full play to graduate students' initiative, so as to realize the efficient and innovative development of graduate education. This mechanism means that government departments will drive graduate education with clear cultivation objectives, promote the formation and development of graduate students' concept of employment, and give full play to graduate students' initiative, so as to realize the efficient and innovative development of graduate education.

4.1 Government-driven: strengthening policy radiation, improving the service system and building a favorable policy environment

First of all, the government should establish the development concept of "digital intelligence" for Guangxi universities to serve the rural revitalization strategy, and establish an information network standard system. Secondly, the government should unify the main body of policy formulation for graduate students to serve rural revitalization, introduce guiding policy documents for graduate students to serve rural revitalization in order to regulate and guide the various aspects of graduate students to serve rural revitalization, highlight the policy tilts, and call for more graduate students to devote themselves to rural revitalization; it should build a rural revitalization talent gathering highland to help graduate students to be able to strengthen the exchange in the process of rural revitalization, to Resource sharing, to promote the development of effective; Thirdly, the government should establish a docking system with other provinces to learn the effective experience of graduate students from other provinces in serving rural revitalization, and should establish a multi-party linkage community according to the current situation, and jointly develop the specific requirements and standards for graduate students in Guangxi to serve rural revitalization, in order to unify the way of behavior of service effectiveness. Finally, the government should do a good job of service guarantee, build good grass-roots public utilities, narrow the wage gap between the countryside and the city by salary compensation according to the needs of the employment industry and geography[6], implement preferential policies, innovate the grass-roots employment mechanism, strengthen the cultivation of grass-roots college students, and build a good policy environment, so that graduate graduates can be driven to devote themselves to the revitalization of the countryside, and at the same time, solve their worries, and enhance the happiness of the graduate graduates as representatives of the High-quality talents in the countryside work in the sense of happiness and satisfaction, focusing on solving the important problem of talent "sink, stay", and strive to make graduate students in the countryside "rooted".

4.2 Promotion by universities: deepening the integration of concepts, improving teaching models and innovating talent training models

First of all, colleges and universities should establish the concept of fostering graduate students to contribute to and serve the strategy of rural revitalization, guide graduate students to establish the concept of employment and outlook on life that meets the needs of the country's development as well as to cultivate technical, applied and innovative talents in accordance with the needs of the development of the strategy of rural revitalization, and help graduates of graduate schools to form an ideological concept of "to serve" the rural revitalization. Secondly, colleges and universities should change the concept of postgraduate training, deepen the integration of the concept, improve the teaching mode, and provide theoretical and technical guidance for postgraduates according to the development of rural revitalization and the law, in order to determine the action guide of "can serve", and the postgraduates themselves should improve their ideological quality and professional skills according to the country's needs to ensure that they "can serve". Graduate students themselves improve their ideological quality and professional skills according to the needs of the country, so as to ensure that they are "able to serve". Thirdly, colleges and universities should promote the implementation of "grass-roots cooperation", and establish practical education bases with rural areas, so as to achieve the whole process of educating people, and provide colleges and universities with fresh teaching cases and materials through practical teaching of rural revitalization, so as to integrate the practical classroom with the knowledge classroom, and thus ensure that graduates can serve according to the needs of the country. By analyzing the layout, characteristics, problems, connotations, achievements and user

experience of rural construction cases, we can integrate the classroom with the knowledge classroom, so as to enrich the cultivation pathway of postgraduate education, and at the same time expand the scope of innovation and entrepreneurship of postgraduates and encourage postgraduates to go deep into the countryside, and give full play to their professional strengths in the construction of rural housing, infrastructure, talent support, industrial revitalization, organizational revitalization, etc. Finally, universities should strengthen the ideological and psychological guidance for graduate students who are engaged in rural revitalization construction through the "care plan" and "liaison mechanism", innovate the talent cultivation mode, and allow graduate students to continue to learn, improve, innovate and enrich their knowledge in the practice of serving regional economic development.

4.3 Individual initiative: changing the concept of employment, upgrading one's own skills, and sound development of all-round skills.

First of all, graduate students should give full play to the subjective initiative, change the concept of employment, correctly understand the significance of working in the countryside, do not be bound by the urban lifestyle, and have a sense of mission to contribute to the development of their hometowns, to integrate into the countryside with a positive mindset, take the initiative to act as a comprehensive role, and actively contribute to the revitalization of the countryside. Secondly, graduate students should take the initiative to understand the relevant national policies, correctly understand their own positioning, take the initiative to learn a variety of employment knowledge, explore a variety of employment and entrepreneurship opportunities, with the help of network platforms, to expand employment and entrepreneurship channels, break through the geographical limitations, and strive to achieve personal value. Thirdly, postgraduates should take the initiative to go deep into the rural construction process, cultivate adaptability, adaptability, communication and coordination skills, interpersonal skills and self-promotional skills[7], take the initiative to learn agricultural knowledge and skills, experience the rural lifestyle, and gradually adapt to the rural work and living environment, give full play to their professional strengths, and put forward feasible development ideas and programs according to the actual needs of the countryside, and contribute to the revitalization of the countryside with postgraduates' intellectual knowledge advantages. The advantages of postgraduates will contribute to the revitalization of the countryside. Finally, graduate students should actively participate in public affairs in the countryside, integrate into the rural community, win the sense of identity of the people around them, and communicate with other innovative entrepreneurs who have devoted themselves to the construction of the countryside, so as to help each other and make progress together, and gradually find the opportunities for the development of the countryside, and strive to make the graduate students "deep-rooted" in the countryside.

5. Conclusions and outlook

With the development of the times, postgraduate education is facing changes, and it is necessary to adhere to the overall leadership of the party, adhere to the direction of socialist school running, implement the fundamental task of establishing moral character, constantly reform and innovation, and improve the quality of postgraduate training. Improving the "drive-push-initiative" mechanism of postgraduate education is an important path to serve the rural revitalization strategy for graduates of universities in Guangxi. By strengthening the cultivation and support of the driving force, driving force and initiative, we can improve postgraduates' practical ability and understanding of the rural revitalization strategy, and provide more intellectual support and innovative power for rural revitalization. and innovative power. In the future, we need to further study and optimize the relevant policies and strengthen the cooperation between universities and local governments, enterprises and farmers, so as to jointly promote the participation of postgraduates in the implementation of the rural revitalization strategy and achieve the successful promotion of the rural revitalization strategy.

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