

Research on the Training Mode of Innovative and Entrepreneurial Talents in Universities under the Background of Rural Revitalization

Xu Xiang

Publicity Department of the Party Committee, Yan'an University, Yan'an, 716000, China

Abstract: *Rural revitalization is an important component of China's social governance and is of great significance to the overall development of rural areas, and the indispensable subject is talent. What kind of talents can revitalize the countryside? In this context, colleges and universities shoulder the important task of transporting excellent talents for national construction. They should cultivate a group of practical talents who have theory, understand science and technology, are willing to work hard, engage in economy, and promote development. This paper takes the innovation and entrepreneurship training mode of college students under the background of rural revitalization strategy as the research object, puts forward the countermeasures for cultivating the ability of innovation and entrepreneurship talents, and gives suggestions for optimizing the training mode of innovation and entrepreneurship talents in colleges and universities.*

Keywords: *Rural revitalization; Innovative and entrepreneurial talents in universities; Training mode*

1. Introduction

China as a large agricultural country, to achieve socialist modernization, 'three rural' issue is the focus. In order to promote the realization of common prosperity, rural development is the key. The development of rural areas is inseparable from rural revitalization, and the key to rural revitalization is to realize the modernization of agriculture and rural areas. This is not only related to the good life needs of rural people, but also the top priority of China's second centenary plan. To implement the rural revitalization strategy, we must build a strong rural revitalization talent team, supported by a certain quality and a sufficient number of diversified talents. This article will elaborate on the feasibility of the training model of innovative and entrepreneurial talents in colleges and universities to help rural revitalization.

2. Strategic significance of rural talent revitalization

The implementation of the rural revitalization strategic plan, under the leadership of the party to advance solidly, build a good rural grass-roots organization team, enrich the rural talent pool is the key core. Since the new era, there is a big gap between the overall development level of rural talents in China and the requirements of rural revitalization. There are both the imbalance of quantity structure and the imbalance of age structure, especially the imbalance of quality structure. Therefore, it is more and more urgent to cultivate a "three rural" work team that understands agriculture, loves rural areas and farmers^[1].

The significance of talent strategy from the process of social modernization. The development of modernization is the fundamental transformation of economic, social and political structure caused by the wide application of modern science and technology. The development and progress of science and technology are driven by people's subjective consciousness and objective laws. The process of modernization is actually the process of human activities. As socialism with Chinese characteristics enters a new era, the characteristics and functions of human resources as the first resource for economic and social development are more obvious. Focusing on the country, the issue of talents has become a key issue related to the development of the party and the country, whether it is the implementation of the rural revitalization strategy, or the construction of a modern economic system and industrial system; Whether it is to implement the innovation-driven development strategy, or to better serve and integrate into the new development pattern with the domestic cycle as the main body and the domestic and international dual cycle promoting each other, talents are an indispensable important factor and an

important driving force for achieving high-quality development.

The significance of talent strategy from the perspective of rural development. The planning of the rural revitalization strategy is to promote the comprehensive development of industry, talents, culture, ecology and organization in rural areas with scientific methods at the grass-roots level. It is to rebuild the industrial system of modern rural areas and realize the deep integration of the three major industries in rural areas. In order to realize the innovation of rural economic ecological model, open up rural development space, connect the whole market economy, improve the economic foundation of rural areas and build a new sustainable agricultural development system. The huge industrial system needs all kinds of talent support, need management, production, management and other industries, different stages, different professional high-energy talents.

The significance of innovation and entrepreneurship talent strategy from the perspective of rural industrial upgrading. China is a large agricultural country. The traditional farming culture has lasted for thousands of years. The traditional rural culture and economic development concept have been deeply rooted in the hearts of the people. How to develop new rural industries and promote the upgrading of rural industries requires a group of thoughtful, aggressive and sustainable talents to inject a little vitality into rural development. Encourage migrant workers and local college students to return home to develop entrepreneurship and actively participate in rural revitalization and construction, and contribute to rural modernization. At the same time optimize the supply of basic public services in rural areas, build rural infrastructure, improve rural production and living conditions, in order to fundamentally improve the efficiency of rural talent supply^[2].

3. The Importance of Cultivating Innovative and Entrepreneurial Talents in Universities under the Background of Rural Revitalization Strategy

In recent years, with the economic restructuring and industrial transformation and upgrading, the structure of talent demand has undergone tremendous changes. At the same time, the number of college graduates is increasing year by year, and the employment pressure is increasing. Whether college graduates can successfully obtain employment is directly related to their vital interests and social development and stability, and has increasingly become the focus of the whole society. The employment pressure of college students has become an urgent problem for college graduates, and improving the innovation and entrepreneurship ability of college students is one of the effective ways to alleviate the employment pressure.

Cultivating students' ability of innovation and entrepreneurship in colleges and universities is conducive to the optimization and upgrading of rural labor structure, prompting college students to innovate and start businesses in rural areas after graduation, so as to promote rural economic development. The improvement of college students' innovative and entrepreneurial ability can promote college students' entrepreneurs to achieve employment and prosperity, which is conducive to the rational development of college students' entrepreneurial projects, to solve the "three rural" issues, and to provide more jobs and employment opportunities for the countryside. Cultivating innovative and entrepreneurial talents can better improve the social value of colleges and universities. College students can give full play to their professional skills and provide more innovative opportunities for rural development^[3].

The 20th National Congress of the Communist Party of China attaches great importance to the work of agriculture, rural areas and farmers, makes important arrangements for comprehensively promoting rural revitalization, proposes to accelerate the construction of a strong agricultural country, and clarifies the major task of promoting agricultural and rural modernization on the new journey of the new era. The improvement of college students' innovation and entrepreneurship ability can provide knowledge and technical support for rural revitalization, which is conducive to promoting agricultural development more scientific and ecological, so as to build a modern agricultural system.

4. Measures for Cultivating Innovative and Entrepreneurial Talents in Universities under the Background of Rural Revitalization

4.1 Cultivate innovative entrepreneurial talent mechanism

In the implementation of the rural revitalization strategy, the talents needed must be practical and tailored to local conditions. They must be deeply integrated with the training mechanism of colleges and universities, and specific measures for talent training should be planned so that the training mechanism

of the school is highly compatible with the real needs of the market. To adapt to the national and socio-economic development of talent demand, flexible adjustment of educational ideas, improve the innovation and entrepreneurship education system, enhance the ability of innovation and entrepreneurship education.

Deep integration of professional education, stimulate the motivation of innovation and entrepreneurship education. Strengthening innovation and entrepreneurship education must stimulate students' enthusiasm and vitality for innovation and entrepreneurship from the source. The use of "Internet+" online courses and other modern educational technology achievements, improve the innovation and entrepreneurship curriculum system, create interactive learning demonstration class, promote teachers in professional daily teaching consciously into the teaching idea of innovation and entrepreneurship education. In addition, students' innovation and entrepreneurship credits can be identified, and innovation and entrepreneurship education can be deeply integrated into the professional education teaching plan and credit system through various forms such as professional courses and practical activity assessment^[4].

Deeply integrate practical education and create a new ecology of innovation and entrepreneurship education. Through the development of rich campus culture, such as entrepreneurial academic exchanges, lectures and other cultural activities of innovation and entrepreneurship, the use of financial media means to build a new pattern of students' innovation and entrepreneurship, can carry out the school college annual innovation and entrepreneurship figure selection work, to create a strong innovation and entrepreneurship campus culture atmosphere. We will promote the establishment of pilot projects such as rural development research institutes in colleges and universities, and explore the establishment of a comprehensive service model integrating scientific research, social services, and personnel training around the needs of rural innovation and entrepreneurship, rural enterprise management, agricultural production technology, and rural economic and social management. We will strive to build the research institute into a high-end think tank for China's in-depth implementation of the rural revitalization strategy, a demonstration platform for improving rural innovation and entrepreneurship, and a first-class base for training agricultural and economic management talents, and promote the effective connection between innovation and entrepreneurship practice activities and experimental practice teaching.

Deep integration of the development of school enterprises, expand innovation and entrepreneurship education resource system. Through the cross-training of schools and enterprises, collaborative education for innovation and entrepreneurship incubation base, incubation of students innovation and entrepreneurship results. By optimizing the training objectives and adjusting the construction of professional disciplines, colleges and universities will increase the training of innovative and entrepreneurial talents through various social resources such as schools, local enterprises and industry associations; by strengthening inter-school cooperation and exchanges, we will promote the high-quality development of innovation and entrepreneurship education^[5].

4.2 Ensuring the Advantages of Innovative and Entrepreneurial Talents in Universities

In terms of policy, local governments need to formulate relevant supporting policies according to the actual situation, so as to provide strong guarantee and support for the smooth development of rural revitalization strategy and the integration of industry and education. In recent years, the central government has issued a series of documents on the introduction of talents for rural revitalization, but the local environment and characteristics are different. Local governments cannot copy mechanically and need to explore the best development mode according to local conditions. Only under the policy support and system guarantee in line with the situation of colleges and universities, the integration of production and education to cultivate double-creative talents can do better, so as to provide a strong talent guarantee for rural revitalization in China.

In terms of funds, state finance and local government finance should provide financial support according to different situations, and social capital can be introduced to jointly promote rural revitalization and development. At present, the investment and use of university funds have a clear direction and precision, special funds for the smooth development of integration of industry and education has a key role. It provides financial support for the cultivation of innovative and entrepreneurial talents, solves the financing difficulties and high interest in the current entrepreneurial process, and enables colleges and universities to cultivate innovative and entrepreneurial talents and rural revitalization work to be carried out smoothly and quickly^[6].

4.3 Strengthening the Responsibility of Innovative and Entrepreneurial Talents in Universities

The report of the 19th National Congress of the Communist Party of China pointed out : "socialism with Chinese characteristics has entered a new era". In the new era, college students should shoulder the heavy historical responsibility, actively devote themselves to rural revitalization, strive to achieve new achievements in the new era, and shoulder the burden of helping rural revitalization. Therefore, colleges and universities should devote themselves to reform and innovation to promote high-quality development of agriculture and rural areas, take "Internet+Agriculture" as the driving force, make efforts to cultivate high-quality talents with "three rural areas" sentiments by means of facilitation, real-time and material connection, etc. to meet the needs of rural revitalization, constantly strengthen students' political responsibility, enhance their political standing and innovation and entrepreneurial ability, and encourage them to show their talents and talents in the broad world of rural areas. Colleges and universities should implement cultural inculcation and stimulate students' motivation and enthusiasm for innovation and entrepreneurship through various kinds of high-quality and rich campus culture, so as to enhance students' innovation and entrepreneurial ability and self-confidence. Organizing students to go deep into the countryside, close to farmers and into agriculture, especially organizing students to participate in the "Internet+" innovation and entrepreneurship competition, can motivate them to become innovative and entrepreneurial talents for the rural revitalization strategy. In fact, for young students' innovation and entrepreneurship, whether it is macro system construction or micro precise operation and response, it mainly depends on the understanding and attention of university leaders and decision makers to the policy of "double creation", and they are able to make the policy according to the person and the material, and have more responsibility and wisdom.

5. Conclusion

The rural revitalization strategy is a major decision-making deployment made by the 19 th National Congress of the Communist Party of China. It is the main way to realize rural modernization. Colleges and universities shoulder the important mission of talent training and output. The integration of production and education and customized talent output provide a strong guarantee for the rural revitalization. The assembly number of rural revitalization has been sounded in higher education, and the blueprint for rural construction and development needs to be actively participated and drawn by teachers and students in colleges and universities with responsibilities. In the process of innovation and entrepreneurship, we should seize opportunities and meet challenges, so that college teachers and students can leave the most brilliant and gorgeous chapter in the picture of beautiful rural construction.

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