

# Research on the Training and Development of New-type Professional Farmers in Rural Revitalization

Geng Qian

*School of Continuing Education, Wuhan University, Wuhan, 4300079, China*

**Abstract:** *New-type professional farmers are the main force of rural revitalization, and their training effectiveness is related to the development level of my country's agricultural level. Its development direction needs to be consistent with the future development direction of my country's agriculture to ensure the steady implementation of the rural revitalization strategy. This paper briefly describes the basic concepts of rural revitalization and new-type professional farmers, the important value of new-type professional farmers to rural revitalization, and the training and development strategies of new-type professional farmers in rural revitalization.*

**Keywords:** *Rural Revitalization, New Professional Farmers, Training and Development*

Farmers are an important subject of rural revitalization. With the development of the economy, the proposal and development of emerging professional farmers have injected fresh blood into agricultural development, which is to further promote the development of the agricultural industry. Strengthening the training of emerging professional farmers can effectively improve the quality of farmers, drive the efficient and orderly development of agriculture, ensure the steady progress of rural revitalization, and realize the strategic goal of rural revitalization as soon as possible.

## 1. Definition of basic concepts

### 1.1. Rural revitalization strategy

The rural revitalization strategy is mainly to build new countryside from five dimensions: industry, ecology, culture, governance and people's livelihood, so as to change the status quo of lagging rural development, and achieve the goal of promoting rural development, improving people's living standards, and advancing from a large agricultural country to a powerful agricultural country. The purpose is that rural revitalization is the only way to achieve common prosperity for all people, and it is an inherent need for people's happiness. In the process of rural revitalization, my country only focuses on the overall strategic requirements and takes various measures to implement the rural revitalization strategy. For example, improve the rural revitalization strategy system, establish and improve the social insurance system, strengthen the upgrading of rural infrastructure, strengthen the ideological construction and professional quality training of farmers, and promote traditional Chinese culture. Enhance the happiness of farmers [1].

### 1.2. New professional farmers

The new type of professional farmer is a profession, that is, a group with agriculture-related skills who take agriculture as their occupation. The new type of professional agriculture is conducive to the allocation of labor resources, changes everyone's inherent impression of farmers, and is conducive to the modernization of my country's agriculture and rural areas. Sustainable development accelerates the speed of urban-rural integration, improves people's living standards, and embodies the people-oriented concept, inspiring more people with lofty ideals to devote themselves to agricultural and rural development, reserve human capital for rural revitalization, and continuously inject more fresh blood. At present, my country is transforming into advanced agriculture, and there is an urgent need for high-quality professional farmers, which also accelerates the training of new professional farmers [2].

## **2. The important value of new professional farmers to rural revitalization**

### ***2.1. New professional farmers are the main talents for rural development***

Social development and progress are inseparable from human resources, so is the development of modern agriculture, especially if we want to change the status quo of the backward development of traditional agriculture, it is necessary to increase agricultural investment and increase talent training. The achievement of the goal of rural revitalization is inseparable from the support of agricultural participants. The training of emerging professional farmers can improve the quality of existing farmers and change the status quo of farmers' ideological and conceptual lag, and secondly, it can attract more interested talents to participate. However, judging from the current situation of human resources in my country's rural areas, the education level of agricultural practitioners is generally low, and the number of people who have received agricultural technical training is also relatively low. Most students are reluctant to choose agricultural colleges when applying for universities. Many students of this major are more inclined to choose other occupations after graduation. This situation has brought resistance to my country's agricultural development. Therefore, it is necessary to strengthen the training of new professional farmers and provide human security for agricultural development [3].

### ***2.2. New professional farmers are an important force for rural poverty alleviation***

The quality of rural human resources determines the level of productivity. The quality of farmers in various places is closely related to the level of rural poverty. Low income and poor production conditions of farmers in my country are a long-standing problem, which is also one of the main reasons for the low participation of agricultural practitioners. To change this situation, it is necessary to increase farmers' income, promote rural poverty alleviation and become rich, increase farmers' income, and improve the working environment. The key to accomplishing this task lies in people. On the one hand, emerging professional farmers help targeted poverty alleviation, and the government leads and guides forces at all levels to rationally build poverty alleviation platforms, so that farmers can receive more advanced ideas of agricultural production, fundamentally change their understanding, and promote Agricultural supply-side reform to get rid of the status quo of poverty. On the other hand, emerging professional farmers serve targeted poverty alleviation, and local governments formulate corresponding training programs based on actual conditions to enhance the dominant status of poor farmers, give full play to farmers' main responsibility and initiative, and give full play to the spirit of self-reliance and courageous achievements.

### ***2.3. New professional farmers are the driving force for the coordinated development of rural economy and society***

Coordinated social development is a basic requirement of rural revitalization, and the role of human resources must be fully utilized to ensure implementation. By strengthening the cultivation of farmers, we can stimulate their potential, improve their professional skills, and become the backbone that can promote the development of agricultural economy and social progress. With the development of the times, the ideology of most rural areas has made great progress, but there is a serious imbalance in development in our country, which leads to some rural areas still restricted by traditional thinking, small farmers have a strong sense of Due to the status quo, they are still actively or passively maintaining a state of relying on the sky, lacking subjective initiative and enthusiasm for innovation and entrepreneurship. Therefore, it is necessary to organically integrate the ideas of farmers' innovation and entrepreneurship with the rural revitalization strategy, guide the sound and orderly reform of various rural systems, and then promote economic development, lead the comprehensive development of rural society, and eliminate the problem of unbalanced development.

## **3. The environment for the training and development of new Professional farmers in rural Revitalization**

### ***3.1. The Internet has changed the way that agricultural production and operation are produced***

Now has entered the Internet era, the development of the Internet has brought new changes to the world, all walks of life are actively seeking the integration with the Internet, in order to innovate development ideas, broaden the development outlet, promote industrial transformation and modernization development. With the development of China's economy and network, the penetration

rate of the Internet in rural areas is increasing day by day. Moreover, with the development of rural revitalization, more young people have also returned to their hometowns to realize rural development and self-development with the help of their own talents and national support. First of all, the Internet has broadened the sales channels of agricultural products, changed the traditional mode of acquisition by agents, and changed it to online direct sales, on the one hand, it improves farmers' income, on the other hand, it reduces the purchase cost of the public, and achieves win-win. Secondly, many farmers can use the Internet to understand and learn rich agricultural knowledge and seek solutions to the problems encountered in agricultural production. Third, the development of the Internet is promoting self-improvement in all industries, providing a platform for everyone to realize cooperation and realize resource sharing. Therefore, the training and development of new professional farmers is born under the promotion of the Internet environment and the great revolution of The Times. It is necessary to use the Internet to realize the training and development, have an understanding, reasonable application of the Internet, and promote the higher-quality development of agricultural production.

### ***3.2. The construction of the new countryside and the deepening of the urbanization process have an impact on the new professional farmers***

Urbanization greatly affected the farmers' living situation, first, the farmers' living environment changes and affect the agricultural production activities, as we all know, agricultural production needs to use a lot of tools, these tools need larger space, the traditional rural courtyard is larger, there is enough space for agricultural tools, now urbanization development expanded the living space, reduced the storage space, the farmers' production reform is reality, the farmers must seek a new type of agricultural production mode, to adapt to The development. Second, many young people are more inclined to go to urban life, one is to provide their children with more superior education resources, the second is like a relatively clean and tidy living environment, unable to adapt to the backward agricultural production activities, which is also in promoting the development of new professional agriculture, improve the efficiency of agricultural production, as far as possible to improve the quality of farmers' life. Third, with the aggravation of rural aging and left-behind development, it is urgent to take the road of large-scale agricultural operation, solve the population problem, attract more people to join the farmers' industry, and realize the vigorous and rapid development of agricultural economy. Future with the advancement of agricultural development in our country, farmers to farmers' transformation, agriculture in rural development, agriculture needs technical level is increasing, must need new farmers and agricultural development, with good rural development, also will attract more people with lofty ideals in agricultural production, for the new professional farmers team build and build social atmosphere.

## **4. Training and development strategies for new-type professional farmers in rural revitalization**

### ***4.1. Do a good job in training demand research and accurately select training objects***

Individual subjective initiative is the inner driving force for his own physical and mental development and active work, so before training, do research work, adhere to the selection form that combines personal wishes and development needs, and choose training objects who really need it; The foundation and level of the training are thoroughly investigated, a database is established, and then classified training is carried out to ensure the effectiveness of the training. The content of the database is as rich and comprehensive as possible to improve work effectiveness, including land information, such as the number of contracts, years, planting types, etc.; predicament etc. The subjects included in the training of new agricultural farmers include a wide range, for example, farmers with rich experience, farm owners, enterprises, etc., agricultural practitioners with advanced agricultural technology, personnel engaged in agricultural services, college students who have returned to their hometowns to start businesses, and those who are interested in Vocational graduates who are engaged in agricultural production, etc. According to the basic grasp of the training objects and their own characteristics, training is carried out by categories and levels, and training files and medium and long-term files are established, so that tracking and return visit services can be performed regularly or irregularly, and customized according to the problems existing in practice and real-time guidance.

### ***4.2. Develop training content according to individual needs and social needs***

The formulation of the training content for new professional farmers must meet the market demand, actively seek the convergence point between individual needs and social needs, and keep in line with the

needs of agricultural development. First of all, we must establish the concept of "loving agriculture and revitalizing the countryside", and insist on developing agriculture as our own responsibility. Guide trainers ideologically to establish correct values, clarify the goals of rural revitalization, lead actions with thoughts, and turn interests and their own work into love. Second, improve the agricultural skills level of the trainers, guide them to pay attention to developing agriculture through science and technology, use advanced breeding technology, advanced agricultural means and advanced sales models to improve the agricultural ecological environment, increase investment in science and technology, and combine traditional agriculture with new agriculture. Combined, on the basis of ensuring that there is no problem with food, it will further promote agricultural development and increase farmers' income. Third, strengthen legal and moral education for new professional farmers. Multi-channels should be used together, and the publicity of agricultural legal knowledge and agricultural ethics should be strengthened by means of WeChat, radio publicity, publicity, etc., so as to improve the legal literacy and moral level of new professional farmers, establish a correct awareness of rights protection, and create a good social atmosphere.

#### ***4.3. Use flexible and diverse training forms to improve the training effect***

The training should be oriented to meet the practical needs, and the training objects and training content should be in line with the development of agriculture. Therefore, the training form should be flexible and changeable. On the one hand, it is impossible to generalize the training work. The teaching form is limited to the classroom, and should go to the field, so that training can become a sharp edge that can solve practical problems. The available teachers can be mobilized with the help of remote online training, so that the training of new professional farmers can learn the desired and targeted knowledge. On the other hand, a training method combining theory and practice is adopted. Guide farmers to sort out the information they want to know before participating in the training. During the training process, they can not only gain theoretical knowledge, but also answer their own doubts; they can also invite training experts and scholars to go to agricultural practice, conduct on-site command, on-site guidance, and fully improve the effectiveness of training. In addition, focus on the combination of short-term and long-term training, and solve urgent and seasonal problems in the short term. In addition to skills training, long-term training should also strengthen soil remediation and improvement training, and carry out macro-control from a long-term perspective to promote the effective development of rural revitalization.

## **5. Conclusion**

Under the background of the rural revitalization strategy, guided by the government, grasp the direction of training and development of new professional farmers, clarify the training objects and training content, and adopt practical, effective, flexible and diverse training forms to effectively carry out work, improve training effectiveness, and achieve agricultural efficiency, the purpose of increasing farmers' income.

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