

Research about the Path of Promoting the Entrepreneurship Effectiveness of Returning Migrant Workers on the Background of Rural Revitalization

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ABSTRACT. *On the background of the current rural revitalization, in this paper the causes of little entrepreneurship effectiveness existing in the returning migrant workers to their hometowns will be analyzed, and it will be pointed out that it is necessary to strengthen the guidance of reverse migrant workers' entrepreneurship training, imply relevant preferential policies and improve the entrepreneurial environment, so as to properly prevent the causes. As a result, the entrepreneurship effectiveness for migrant workers can be promoted. At last, the strategy of rural revitalization will be implemented.*

KEYWORDS: *Rural revitalization; Returning migrant workers; Entrepreneurship effectiveness*

1. Introduction

According to the survey conducted by the National Bureau of Statistics on migrant workers in April 2017, the total number of migrant workers in the country has reached 281.71 million in 2016, an increase of 1.5% over the previous year, of which 169.34 million migrant workers were out, an increase of 0.3%. Local migrant workers are accounted for 88.2% of newly-increased migrant workers, and migrant workers who went out into cities fell by 1.1% from the previous year. Due to the joint effect of many subjective and objective factors[1], the growth rate of migrant workers has been decreasing year by year, and the number of migrant workers across provinces has continued to decrease. The strongest entrepreneurial willingness is inciting the returning migrant workers who have communist beliefs, engage in self-employment or processing and manufacturing in the process of going out to work, who have participated in skills training, having good communication skills and psychological quality. With the factors of the improvement of human resources and economic foundation, the maintenance of family relationships, the enhancement of entrepreneurial awareness and the need for personal self-realization, a large

number of migrant workers have returned to their hometowns to start businesses.

2. The Causes of Little Entrepreneurship Effectiveness Existing in the Returning Migrant Workers on the Background of Rural Revitalization

2.1 Poor Entrepreneurial Environment

The entrepreneurial assistance policy formulated by the government and the entrepreneurial environment created have a greater impact on the willingness of migrant workers to return to their hometowns. The support of these policies will determine whether migrant workers are willing to actively participate in the returning entrepreneurship[2]. According to the survey results, most migrant workers have accumulated a certain amount of experience, funds and stable customers because of long-term work or entrepreneurship, but they do not know about their own hometown development situation and entrepreneurial environment, instead of returning home. Start a business. In recent years, local government departments at various levels have issued a series of preferential policies aimed at attracting more migrant workers to return to their hometowns. However, there are many shortcomings in the connection and implementation of supply and demand, which greatly reduces migrant workers. Returning home to carry out entrepreneurial confidence and enthusiasm.

2.2 Lack of Information Construction

The main path of the People's Innovation and Development Strategy is a favorable measure to implement a precise poverty alleviation mechanism. It is also the only way to solve the urban-rural differences, fully promote employment, raise income levels, and create a new pattern of coordinated urban and rural development[3]. But these importance have not been highly valued by some local governments. There are few news reports about migrant workers returning to their hometowns. The content that should be widely concerned and strongly supported has not caused heated discussion in the society and created a strong entrepreneurial atmosphere. Moreover, in rural areas, the level of information development is relatively backward, the access to information on entrepreneurship is relatively narrow, and the information interaction network between urban and rural areas has not yet been completed. For the majority of entrepreneurial migrant workers, there are many difficulties in the development of market entrepreneurial information and investigation activities. It can be seen that the infrastructure of information plays an important role in the return of migrant workers to entrepreneurship, but in most rural areas, The lack of information infrastructure has seriously affected the progress of migrant workers returning to their hometowns.

2.3 Limited Social Capital

At present, the rural financial system and operational mechanism are not yet sound, the pace of financial innovation is relatively slow, and there are many shortcomings in the source of funds, which cannot effectively meet the financing needs of the majority of returning rural entrepreneurs. When migrant workers return to their hometowns to start their own businesses[4], they have encountered great difficulties in financing and loans. In addition, as a corporate financial unit, there is also a risk aversion. For entrepreneurs who cannot provide a trustworthy guarantee, many financial institutions will refuse loan applications or give a small amount of loans. For the migrant workers who lack funds and have single financing channels, this will undoubtedly make their entrepreneurial road more difficult.

2.4 Migrant Workers Have Low Literacy

Most migrant workers returning to their hometowns have low levels of literacy, lack of personal qualities, and lack of support for entrepreneurial inspiration. Although these migrant workers have rich experience in working in big cities, their personal abilities have been exercised to a certain extent, but the overall level of education needs to be improved. Systematic training and learning are needed in terms of knowledge system, technical ability and management skills. . The small-scale peasant thinking and the traditional conservative concept have led to the serious shortage of migrant workers in market expansion[5], business philosophy, product innovation, etc. The lack of fundamental motivation in the entrepreneurial process has hindered the development of entrepreneurial inspiration and influenced the development and progress of entrepreneurship.

3. Rural Migrant Workers' Entrepreneurial Path in the Context of Rural Revitalization

3.1 Optimize the Entrepreneurial Environment

Local government departments at all levels should actively adapt to this trend and give full play to their own functions. According to the formulation of relevant support policies, establish a multi-dimensional docking platform, establish effective measures such as model leadership, and comprehensively optimize the rural entrepreneurial environment. Improve the entrepreneurial platform, and strive to explore and encourage migrant workers to return to their hometowns to develop their own advantages and potential. Strengthening policy support, organic integration has been scattered in the promotion of employment, helping small and micro enterprises to continue to develop fields, as well as promoting relevant policies in mass entrepreneurship, innovation and development strategies, and establishing an advantageous system to support migrant workers to return to their hometowns for entrepreneurship[6]. it is very important to create different dimension projects and networked docking platforms to provide effective guidance

and guarantee for migrant workers to return to their hometowns. For example, regular or targeted organization of project promotion activities, entrepreneurial achievements exhibition activities, etc., initiative to plan to create a local park in line with local characteristics, in entrepreneurship education and training consulting, project information and practice guidance, financial services and loan guarantees, etc. So good measures must be taken to improve it.

3.2 Improve Infrastructure Construction

It is necessary to continuously strengthen the promotion work of migrant workers returning to their hometowns, improve the information infrastructure of entrepreneurial areas, raise awareness of information services, increase the construction of networks and mobile networks, and expand the channels for communication and interaction between entrepreneurial migrant workers. For migrant workers, compared with the network routes and sound infrastructure that are well-connected by big cities, the information dissemination in rural areas is relatively backward, and the channels of communication are blocked. For these shortcomings, how can we effectively open up information channels and let migrant workers return home to start businesses? Being able to get the latest market information in a timely manner, so as to fully conduct market research, market expansion, market analysis and operational decisions, is a key task for local government departments to solve and improve as soon as possible. For the returning migrant workers to effectively use network information technology, to further improve the infrastructure of entrepreneurial information for a large number of e-commerce areas to radiate rural areas, build a modern network platform, and help migrant workers return to their hometowns.

3.3 Broaden Social Capital

In response to the growing trend of migrant workers returning to their hometowns, local government departments should strengthen financial assistance and improve financial services, and provide effective guidance to effectively solve the problem of lack of social capital in the process of entrepreneurship, so as to attract more migrant workers. Joining the ranks of returning hometowns will better promote the development of the rural economy and revitalize the rural spirit. Ensuring smooth flow of entrepreneurial financing, providing greater credit support within government jurisdictions, and simplifying complex approval procedures in the past. Give full play to the active guidance and promotion of fiscal and taxation policies, and separately formulate matching tax support policies for migrant workers returning to their hometowns, such as reducing loan interest, reducing taxes and other measures, and maximizing the care of migrant workers. Late start, lack of concentration, low threshold, and flexible operation are the distinctive features of migrant workers' entrepreneurship. In this regard, financial service institutions should take the initiative to target migrant workers' entrepreneurial groups to help them, including refining the service content, increasing assistance and providing

adequate funds .

3.4 Strengthen Entrepreneurship Training

In view of the current situation of low level of peasant workers' own culture and lack of personal literacy, relevant departments should actively organize entrepreneurship education and training, to improve the comprehensive literacy and ability of migrant workers. In result, their fundamental motivation for returning home will be enhanced . Migrant workers themselves should be deeply aware that the initiative and enthusiasm of entrepreneurship is a concrete manifestation of entrepreneurial willingness. Returning hometown entrepreneurship must truly become a voluntary choice of migrant workers. The government's relevant entrepreneurial policies should fully respect each and every initiative. Entrepreneur migrant workers. For migrant workers, the most fundamental thing for them is to change their own thinking first. This is a prerequisite for successful entrepreneurship. Secondly, we must work hard to cultivate modern and advanced peasant entrepreneurs, organically integrate production and management capabilities, integrate normative awareness and innovative ideas, provide favorable technical support for self-employment, and enhance the overall entrepreneurial level, thus promoting the continuous expansion of entrepreneurial space. Migrant workers should always be highly educated and accumulating in science and technology and entrepreneurial knowledge. What they have learned will be applied earnestly to entrepreneurial practice.

4. Conclusion

In summary, in the context of rural revitalization, the motivation for migrant workers to return to their hometowns is getting stronger and stronger, but there are many shortcomings in the process of starting a migrant worker's business, such as poor entrepreneurial environment, shortage of social capital and lack of entrepreneurial training. The factors of the class have seriously affected the entrepreneurial achievements of migrant workers. Solving these shortcomings will inevitably increase the enthusiasm of migrant workers to return to their hometowns, improve the success rate of migrant workers returning to their hometowns, speed up the implementation of rural revitalization strategies and shorten the time for implementation.

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