A Study on the Path of Vocational Colleges to Promote the Rural Revitalization Strategy

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Abstract. The Strategy of Rural Revitalization is an important strategy for building a well-off society in an all-round way in China. The new type of professional farmers is an important part of this strategy. The e-commerce industry plays an indispensable role in promoting the farmers' economy, and higher vocational colleges should play a greater role in cultivating the e-commerce skills of the new type of professional farmers. Higher vocational colleges should give full play to their professional and talent advantages, actively contribute to the strategy of rural revitalization, help to achieve rural revitalization and realize farmers' happiness. Based on above analyses, this paper takes Chongqing Business Vocational College as an example to explore the specific path of vocational colleges to help Rural Revitalization Strategy.

According to the report of the 19th National Congress of the Communist Party of China, to implement the strategy of rural revitalization, the problem of agriculture, rural areas and farmers is a fundamental problem related to the national economy and the people's livelihood, so we must always take solving the problem of "agriculture, rural areas and farmers" as the top priority of the state's work, and put forward the overall requirements of "industrial prosperity, ecological livability, rural civilization, effective governance, and prosperous life."

On February 4, 2018, the State Council of the CPC Central Committee issued The Opinions on the Implementation of the Rural Revitalization Strategy, which proposed the goal and task of the implementation of the Rural Revitalization Strategy, that is, by 2050, the comprehensive revitalization of rural areas, strong agriculture, rural beauty and rich farmers will be fully realized. To explore the specific path of vocational colleges to help Rural Revitalization Strategy, in view of this major strategy of serving "agriculture, rural areas and farmers", higher vocational colleges give full play to the advantages of specialties and talents, to innovate ideas, take the initiative to serve the rural economic construction, ecological civilization construction, cultural construction and talent construction, and help to realize the rural development and farmers' happiness, in order to contribute to the Rural Revitalization.

1. Serve the Development of Rural Industry and Help the Construction of Rural Economy

Industrial prosperity is the key to rural revitalization. By serving the development of rural characteristic industries, such as, guiding the formation of development planning of rural characteristic industries, online sales of rural characteristic products, website construction of rural e-commerce, shop decoration and online store operation, etc., Chongqing Vocational College of business gives full play to the advantages of specialty and talents to help increases the competitiveness and added value of special products so as to help rural areas build strong industries and boost the development of rural economy.

In 2019, Chongqing Vocational College sets up an expert group to help guide the E-commerce Entrepreneurship Park of Shizhu County to train 30 young entrepreneurs of rural e-commerce in Shizhu County, 100 leaders of rural e-commerce in Chengkou Vocational Education Center, 30 entrepreneurs of e-commerce in Quchi Town, Wushan County, etc. Young entrepreneurs of rural e-commerce are trained from the perspective of image promotion of local specialized products, design and propaganda of featured products, and development planning and design of featured industries were carried out in such aspects as highlighting local cultural characteristics, focusing on shaping featured products,
creating hometown features and strong industries, which effectively promoted the development of featured industries and economy by "checking the pulse and making a prescription" for the construction of beautiful villages in Shizhu County, Wushan County, Chengkou county and other counties.

At the same time, Chongqing Vocational College of Business takes advantage of the opportunity of students to carry out graduation work design, organizes teachers and students to innovate packaging design and publicity design for local characteristic products such as specialty pepper of Shizhu County, and innovative packaging design, publicity design for local characteristic products of Chengkou County, Wushan County, Yunyang County, etc., develops app for network publicity and sales, serves the development of rural characteristic industries, and helps local economic construction.

2. Serve the Green Development of Rural Areas and Help the Construction of Rural Ecological Civilization

In order to revitalize rural areas, we should combine ecological livability with green development and take a sustainable development path. Chongqing Business Vocational College vigorously makes contribution for the rural green development plan, through undertaking rural landscape and other planning and design projects, beautifies the rural environment, and actively serves the construction of rural ecological civilization. Sightseeing and leisure places not only beautify the living environment of farmers, but also develop the green tourism industry, which helps the development of green ecology. Next, the college will take the initiative to design and guide the parent-child picking project of the passion fruit base in Dianjiang County to help develop rural tourism.

3. Help the Improvement of Farmers' Comprehensive Quality and the Construction of Rural Talents

3.1 Exploit Government Resources, Strengthen Top-Level Design and Activate Employment Mechanism

As a national level strategy, the provincial and municipal governments attach great importance to rural revitalization. In the process of cultivating new professional farmers' e-commerce skills, they pay attention to top-level design, and create conditions for rural e-commerce talents training in formulating the system. For example, before the entrance examination, the competent education department formulates a special plan for rural e-commerce training, and reduces the tuition fees of students who return home to start their own e-commerce business after graduation. The local government will give some preferential treatment to the e-commerce graduates who return home and start their own businesses in terms of business policy, tax, health and other start-up costs; for the introduced e-commerce teams, they will be rewarded within a certain period of service, so that the e-commerce talents can be brought in and stay in the countryside, and can play a leading role. The clustering effect of above actions will attract more teams settled in the countryside.

3.2 Deepen the Integration of Production and Education, Multiple Collaborate Education and Innovate Personnel Training

The cultivation of e-commerce skills of new vocational farmers cannot be separated from the participation of the government, enterprises and vocational colleges, the top-level design of the government, the resource support of enterprises, and the advantages of Vocational Colleges in terms of teachers. For example, many e-commerce industrial parks and industrial zones at or above the county level, under the leadership of local competent departments, adopt the cooperation mode of "introducing colleges into parks, cooperating with colleges and enterprises". Vocational colleges provide skills training services for e-commerce park enterprises. E-commerce park enterprises provide practical training and internship positions for vocational colleges. Graduates who perform well and are willing to
engage in rural e-commerce can directly sign labor contract to realize the "zero distance" of employment in rural e-commerce.

3.3 Expand the Cultivation Mode and Improve the Continuing Education and Training of Rural E-Commerce

"Improving the vocational education and training system" is the latest judgment made by General Secretary Xi Jinping on vocational education and continuing education in the report of the 19th National Congress of the Communist Party of China. It is a long-term process to cultivate e-commerce skills of new-type vocational farmers, which cannot be solved by several times of training. Higher vocational colleges must start with the continuing education of e-commerce graduates and the lifelong vocational skills training of new vocational farmers, so as to form a training system of e-commerce entrepreneurship skills that can be recycled and has a clear training cycle.

3.4 Multi-Channel Co-Construction of Government, Enterprise and College to Train Teachers for Rural E-Commerce Training

In addition to the sharing of resources among the government, enterprises and higher vocational colleges, rural e-commerce skill training must also work together to build a team of teachers and establish a two-way flow of teachers between enterprises and higher vocational colleges. Higher vocational colleges can arrange teachers to work and practice in enterprises, and increase the operation experience of rural e-commerce projects. Enterprises can send employees with rich practical operation experience to higher vocational colleges to attend to classroom teaching and learn teaching skills. The government subsidizes rural e-commerce teachers with the quality of "Double Teachers" in terms of salary, and jointly cultivates rural e-commerce teachers.

4. Build a Platform of College-Government Cooperation to Serve Rural Revitalization

Through the college-government cooperation platform, we should make full use of local government Innovation and Entrepreneurship Park, Maker Center, Innovation and Entrepreneurship Block and other facilities and environment to carry out the school's entrepreneurship and innovation teaching and practice. To highlight "research and innovation", we should take big data statistics as the platform, take the informatization of agricultural management, production, circulation and operation under the background of "Internet + modern agriculture" as the goal, and build a trinity network operation and management training base of "training, research and innovation". Through the college enterprise cooperation platform, combined with agriculture related industries and enterprises, making full use of the local Agricultural Expo Park, Agricultural Science and Technology Park, Agricultural Information Demonstration Base, planting and breeding, agricultural product processing, picking experience, agricultural leisure modern farm, etc. to carry out the college's mass entrepreneurship and innovation teaching and practice activities.

Higher vocational colleges actively implement vocational education for farmers, and promote the transformation and upgrading of agriculture. All agricultural related majors of the college should aim at building a new type of professional farmer team with culture, technology and good management, and effectively combine college running with poverty alleviation. Through the implementation of academic education for professional farmers and village cadres, the establishment of vocational farmer training college and the development of agricultural practical technology training, the agricultural related vocational education will become a "direct vehicle" for intellectual poverty alleviation and skill poverty alleviation, forming the new vocational farmer training mode of the integration of production and education, linkage of college and local rural area and combination of work and study, which will actively serve the national strategy of "Rural Revitalization" and "targeted poverty alleviation".

The deep integration of Higher Vocational Colleges with industries and enterprises, the
comprehensive connection of teaching process and production process, will improve the overall abilities of teachers and students in the aspect of production, learning, research and innovation.

The report of the 19th National Congress of the Communist Party of China puts forward the strategy of rural revitalization, which fully reflects the Party Central Committee’s accurate grasp of the national and social conditions of China. Rural Revitalization depends on industry, and the formation and growth of industry depends on a large number of entrepreneurs and entrepreneurial enterprises. It is necessary to develop multi-type rural industry integration, cultivate diversified rural industry integration subjects, improve multi-channel rural industry integration services, and improve the promotion mechanism of rural industry integration.

To carry out the strategy of rural revitalization, we must strengthen the construction of rural talents and break through the restriction of talents bottleneck on the development of rural economy and the prosperity of farmers. Using the advantages of education and training resources, we will carry out e-commerce training courses, provide training services for rural e-commerce leaders, improve the professional quality, aesthetic level, integration and innovation ability of rural e-commerce entrepreneurs, and comprehensively improve the comprehensive quality of rural e-commerce entrepreneurs. We have trained a group of rural talents with high comprehensive quality and strong ability to become rich.

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