Analysis on the Current Situation and Problems of the Strategy of Innovation and Entrepreneurship Education Serving Rural Revitalization in Higher Vocational Colleges

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Abstract. In the new era, the state has given high expectations for vocational education. The Central Committee of the Communist Party of China, with Comrade Xi Jinping as its core, has placed vocational education in a very prominent strategic position, and has put forward a series of scientific decisions and major decisions and plans. Xi Jinping pointed out for the first time in the nineteen major reports of the Communist Party of China that implementing the strategy of Rural Revitalization is a major move to win the goal of building a well-off society in an all-round way. The integration and development of innovation education of college students and entrepreneurship practice of “Rural Revitalization” is not only conducive to the cultivation of innovation and entrepreneurship ability of college students, but also can help solve the problems of rural areas, agriculture and farmers, and effectively promote the harmonious and stable development of rural economy. In this paper, from the research background of College Students’ innovation and entrepreneurship and rural revitalization, this paper will analyze how vocational colleges should serve rural revitalization.

1. Research Background

In October 2017, general secretary Xi Jinping pointed out for the first time in Report of the 19th National Congress that implementing the strategy of Rural Revitalization is a major move to win the goal of building a well-off society in an all-round way. Subsequently, document No.1 of the Central Committee of the Communist Party of China and the State Council on the implementation of the strategy of Rural Revitalization, formally arranged the Rural Revitalization Strategy. The strategy of Rural Revitalization is a new measure to effectively solve the problem of “agriculture, rural areas and farmers” in the new era. It is a highly concentrated and summary of China’s past development strategy of “agriculture, rural areas and farmers”, which embodies the new connotation of the era. The main weakness of “agriculture, rural areas and farmers” lies in the countryside, and the revitalization of the countryside is inseparable from the support of talents. At present, the existing brain drain in rural areas is serious and few talents want to stay in rural area, which is far from meeting the needs of Rural Revitalization. It has become an important measure to attract rural students to return to their hometown for employment and entrepreneurship.

In January 2017, the Central Committee of the Communist Party of China and the State Council issued The Opinions On Further Guiding And Encouraging College Graduates To Work At The Grassroots Level, which pointed out that it is necessary to guide college graduates to participate in the construction of agricultural modernization and encourage them to participate in modern seed industry, agricultural technology, agricultural product processing, leisure agriculture, rural tourism, rural e-commerce, rural cooperative economy, etc., specific requirements for college graduates to work at the rural grassroots level. Therefore, college graduates can set up small and micro enterprises in rural areas, engage in individual business or network business, and promote the development of rural economy according to their own specialties and majors.
By 2020, China’s Rural Revitalization needs to make important progress, mainly in the following aspects: the gradual improvement of the level of integrated development of rural primary, secondary and tertiary industries; the gradual enhancement of the attraction of rural areas to talents; the gradual expansion of income generating channels for farmers; and the gradual improvement of the level of basic public services in rural areas. Therefore, local colleges and universities should be rooted in the local areas, actively participate in the process of Rural Revitalization in the service area, and go deep into all aspects of rural revitalization, which is of great significance to realize the overall development of farmers, the overall upgrade of agriculture and the overall progress of rural areas.

According to the China Higher Vocational Education Quality Annual Report in 2019, the local employment rate of higher vocational graduates is close to 60%, and the proportion of grassroots services in small and medium-sized micro enterprises remains above 60%. One quarter of graduates are employed in the western region and the northeast region. Higher vocational colleges help the development of underdeveloped regions, Rural Revitalization and poverty alleviation. About 65 vocational colleges have initiated the establishment in the whole country. The targeted poverty alleviation cooperation alliance of vocational colleges has led colleges and universities to achieve getting rid of poverty through education in the poor areas.

2. Problems and Opportunities of Vocational Education in the Context of Rural Revitalization

2.1 Analysis of the Current Situation and Problems of College Students’ Social Entrepreneurship and Rural Revitalization

In the past decade, social entrepreneurship has attracted more attention. It is an important means to solve social problems and an important way to develop sustainable economy. College Students’ social entrepreneurship not only shares the government functions, but also injects vitality in solving the employment problem of college students. Especially in the underdeveloped areas, policy makers at all levels are aware of the importance of developing and promoting social entrepreneurship. At the same time, social entrepreneurship as a new way to alleviate the employment pressure of college students is effective. However, college students’ social entrepreneurship is not easy. According to the follow-up survey of 567 young entrepreneurs in 2015 conducted by the research group of the Institute of Labor Science of the Ministry of Human Resources and Social Security, 65.8% of the entrepreneurs’ projects are in a state of continuous development, 4.0% of the entrepreneurs have changed projects, and 30.2% of the entrepreneurs have given up projects. Entrepreneurs have not formed a set of systematic Rural Revitalization strategies or models, and put forward targeted implementation strategies. At the same time, they lack the theoretical analysis framework of rural revitalization, and have not clarified their practical logic. Therefore, it is very difficult for the effective implementation of Rural Revitalization. The practice of College Students’ social entrepreneurship in rural revitalization, and the research of social entrepreneurship in solving poverty and other social problems in rural economic development are still in the embryonic stage. Therefore, how to guide and encourage college students’ social entrepreneurship has become a problem worthy of consideration.

At the beginning of the strategic plan of rural revitalization, it has been attached great importance by all regions and has a good environment for development and implementation. The development model varies from region to region, but at present, the research on the role of rural development of College Students’ social enterprises in China is still shallow, and rural development is mainly based on business entrepreneurship. Lack of the main body of social entrepreneurship and talent training need to further innovation and improvement. The main obstacles to its implementation are: insufficient resources and capital investment; low level of infrastructure construction and public service in the strategic implementation area; unbalanced development; too much perspective research content and less implementation; no effective linkage and interest coordination mechanism of multi Rural Revitalization subjects. To sum up, the research on Rural Revitalization in China is still in its infancy. At present, the
research on the coupling of social entrepreneurship and Rural Revitalization and the accumulation of collaborative development knowledge guided by solving social problems is insufficient.

From the perspective of students, students generally agree with the necessity of carrying out innovation and entrepreneurship education, but they are still lack of understanding and mastery of the purpose and content of innovation and entrepreneurship education. In addition, the innovation and entrepreneurship education in colleges and universities also needs the participation and help of a wide range of social forces. At present, it is mainly focused on the construction of university infrastructure and the establishment of university students’ scholarships, and the participation in the innovation and entrepreneurship education in colleges and universities is relatively low. Social forces can use funds to support innovation and entrepreneurship education in colleges and universities, and provide practical professional guidance to colleges and universities, so that students’ ideas of innovation and entrepreneurship meet social needs, and the transformation of achievements can be in line with the society.

“Student oriented” is the concept of modern education, and also the basic principle of innovation and entrepreneurship education in colleges and universities. The key to the effectiveness of innovation and entrepreneurship education lies in whether it can meet the subjective needs of college students. At present, the desire of college students to start their own business is insufficient. There are many students with entrepreneurial ideas, but they are lack of professional guidance and funds. They are afraid of starting their own business and failure. The students in higher vocational colleges generally do not have ideal academic performance, lack of internal learning motivation, and need more encouragement from teachers and a whole process guidance of entrepreneurial practice. How to promote the students’ internal innovation and entrepreneurship through the innovation and entrepreneurship curriculum education is an urgent problem to be solved in higher vocational colleges.

2.2 Opportunities for Vocational Education in the Context of Rural Revitalization Strategy

In the new era, the state has given high expectations for vocational education. The Central Committee of the Communist Party of China, with Comrade Xi Jinping as its core, has placed vocational education in a very prominent strategic position, and has put forward a series of scientific decisions and major decisions and plans. Carrying the great mission of education, facing the new battlefield of rural revitalization, modern vocational education with Chinese characteristics has ushered in significant development opportunities. Talents are the cornerstone of Rural Revitalization and the bottleneck of Rural Revitalization. How to guide the return of talents from rural areas, how to attract urban intellectual youth to rural entrepreneurship, how to change the “hollowing out” and “aging” of rural personnel structure as soon as possible, has become a major and arduous proposition of the times. Vocational education is the main position of talent supply, which transports millions of high skilled innovative talents to the society every year. Facing the great practice of Rural Revitalization and the huge talent gap in agricultural and rural areas, vocational colleges have ushered in new opportunities in talent supply. There is an urgent need for vocational colleges to cultivate a group of new vocational farmers for the construction of new countryside and the development of new agriculture in the vast countryside, and for vocational colleges to guide more graduates into the agricultural field.

Industry is an important support for Rural Revitalization. Without emerging industries, there will be no new rural areas. In the process of industrial revitalization, vocational education is facing a great opportunity of cross-border integration development. We can invest educational resources, human resources and technical forces in the revitalization of rural industries through technology equity, intellectual support, talent supply and other ways, deeply participate in school enterprise cooperation in agricultural and sideline planting, tourism and other industries, and constantly expand the breadth and depth of the integration of industry and education.

The educational service function of higher vocational colleges should keep up with the needs of farmers. It is not only an important chapter of rural revitalization, but also an important field of
vocational education to expand social service function. At present, China’s market economy is constantly improving, consumption patterns are becoming increasingly rich, and the ways for farmers to start their own businesses and become rich are more diversified. As long as the rural e-commerce, creative handwork, sightseeing homestay, intangible cultural heritage display, etc. are carefully explored, the ways for farmers to become rich and increase their incomes are not single. However, to master these new technologies and new business forms, it is not enough to rely on farmers’ own exploration, which requires systematic training and professional guidance. Vocational colleges have always accumulated a lot in skills education and training. If we can combine vocational education resources with farmers’ Entrepreneurship and get rich, and move training classes to professional cooperatives and fields, we can not only solve the key and difficult problems concerned by farmers, but also further enhance the overall strength of social services of vocational education, which will have a greater social impact.

In 2019, vocational colleges will expand the enrollment of 1 million people on a large scale. In order to expand the enrollment of vocational colleges, we should not only reform the enrollment system, but also vigorously reform the running and teaching system, as well as the management system and mechanism of vocational colleges, including personnel system, wage system, incentive mechanism, etc. Higher vocational colleges will expand the enrollment of 1 million people, encourage more new high school graduates and veterans, laid-off workers, migrant workers, etc. to apply for the examination. Higher vocational colleges will not only provide academic education for young students, but also provide employment oriented education services for more social groups.

3. The Strategy of “Rural Rejuvenation” of Innovative Education Service for College Students

3.1 Improve the Awareness of the Practice of College Students’ Innovative Ideas Serving the "Rural Revitalization"

The integration and development of innovation education of college students and entrepreneurship practice of “Rural Revitalization” is not only conducive to the cultivation of innovation and entrepreneurship ability of college students, but also can help solve the problems of rural areas, agriculture and farmers, and effectively promote the harmonious and stable development of rural economy. Therefore, the integration and development of innovation education and Rural Revitalization entrepreneurship practice of college students should, on the one hand, cultivate the concept of innovation and innovation practice of college students, change their cognition of rural development, enhance their willingness to enter the countryside for innovation and entrepreneurship, and really provide support for the implementation of rural revitalization. On the other hand, the integration development of innovation education and entrepreneurship practice of “Rural Revitalization” for college students should strengthen the interpretation of national policies such as rural revitalization for college students, fully seize the major opportunities of rural economic development, abandon the employment concept of “Too Choosy To Fulfill One’s Wish”, seize the opportunities of rural innovation and entrepreneurship, solve their own employment problems, and help the sustainable development of rural economy.

3.2 Build the Innovation and Entrepreneurship Curriculum System for Rural Revitalization

Higher vocational colleges should take the main responsibility of supporting entrepreneurship and improving entrepreneurship education, strengthen the planning of entrepreneurship education, set up a special curriculum system of entrepreneurship education according to their own professional structure and subject specialty, promote the segmented training mode of “theoretical learning plus practical teaching”, and strengthen the combination of learning and application. In combination with the existing majors in colleges and universities, we can set up relevant general courses, promote rural industry into the classroom, rural culture into the classroom, support policies into the classroom, local experts into
the classroom, and use vivid practical cases to guide college students in rural entrepreneurship and employment. We will promote colleges and universities to use rural assets and resources to build entrepreneurial parks, rural laboratories, and entrepreneurial training bases for college students in rural areas. Set up a team of rural entrepreneurship tutors to give lectures, provide consultation and carry out guidance on a regular basis, and provide financial support and entrepreneurship places if conditions permit.

Build a support system for entrepreneurship. We will improve the entrepreneurship system for college students, coordinate teaching, teachers, students and other resources, and encourage and support college students to go back to their hometown and start businesses. We will implement a flexible education system, provide various supportive measures, and encourage college students to use their spare time to start businesses in the countryside.

3.3 Stimulate Students’ Innovation and Entrepreneurship

On the one hand, colleges and universities should strengthen the guidance of students, let students establish correct innovation and entrepreneurship concept, deeply understand that the key of innovation education is to cultivate students’ innovation awareness and ability, and the key of entrepreneurship education is to stimulate students’ creativity and the spirit of seeking innovation and change, both of which are important parts of college education, and deeply realize that good innovation and dare to start a business are contemporary college students Necessary ability and quality. Colleges and universities also need to increase the shaping of innovation and entrepreneurship culture, guide the interests and hobbies of college students, stimulate the potential and vitality of innovation and entrepreneurship, and promote more students to accept innovation and entrepreneurship education. On the other hand, colleges should seriously implement the principle of teaching students in accordance with their aptitude.

We should enhance the ability to use big data technology, master the learning needs of different students, constantly enrich the teaching methods, widely carry out heuristic, discussion and participatory teaching, expand the coverage of small class teaching, and provide more rich and diverse teaching resources for students' autonomous learning.

3.4 Solve the Difficulties and Worries of College Students’ Starting Their Own Business

To make rural entrepreneurship and employment more attractive, governments at all levels should increase their support, focus on solving the difficulties in starting and worries behind, and make up the gap between urban and rural areas. We will strengthen the classified training and management of rural talents. Taking the county as the unit, we should formulate a special plan for the introduction of talents in Colleges and universities, and promote the classified introduction of talents in a planned, purposeful and step-by-step way. Establish long-term training, training and use plans for different types of talents, and make clear policies on economic and political treatment. According to the different needs of different villages, we should strengthen the precise connection between supply and demand of talents, and improve the efficiency of talent use.

We will strengthen support for entrepreneurship policies. We will support college students engaged in technical guidance, social governance and other work to start businesses on the job, and allow them to invest in rural enterprises and cooperatives with technology and capital. We should make a reasonable layout in the county, support the construction of platforms such as university students’ entrepreneurship park, agricultural science and technology entrepreneurship park, and entrepreneurship incubation base, or set up special areas for university students’ Entrepreneurship in various rural parks, so as to build a low-cost, all-round and professional entrepreneurship platform for college talents. We will strengthen the demonstration and leading role of various entrepreneurial platforms to ensure the basic coverage of counties and villages. Leverage financial funds, leverage financial credit, social capital, industrial and commercial capital and other kinds of funds to focus on college students’
entrepreneurship, and set up special funds where conditions permit to focus on solving the capital problems at the beginning of entrepreneurship. The social security system of Rural Entrepreneurship and employment is not perfect and the standard is low, which is the biggest concern of college students returning home. According to the characteristics of college students returning to the countryside for employment, we should comprehensively establish and improve the system of professional village officials, the system of professional farmers, the system of unemployment registration and assistance, the system of life-long training, the system of grass-roots title evaluation, and improve the security system of endowment insurance, medical insurance, unemployment insurance, work-related injury insurance, maternity insurance and housing fund, so as to achieve the same level of security between urban and rural areas. Provide a good space and living environment for college students to start their own business.

4. Summary

The key to the successful implementation of the strategy lies in the participation of the whole society. As an important carrier of serving regional economic and social development, combined with the regional characteristics, industrial characteristics, professional characteristics and talent characteristics of local colleges and universities, through expanding rural human resources, integrating into the development of rural industry, promoting the improvement of rural functions and other docking strategies for rural revitalization, local colleges and universities are based on the cultivation of rural high-quality talents, strengthening and expanding the path of rural construction, which is conducive to the realization of agriculture. It is of great significance to promote rural areas with all-round development of the people, all-round upgrading of agriculture and all-round progress of rural areas.

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