

Research on Integration of College Students' Innovation and Entrepreneurship with Rural Revitalization Strategy

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Abstract: In the context of the new era, the deep integration of national development strategy and higher education reform has given new connotation and mission to the innovation and entrepreneurship activities of college students. Among them, the rural revitalization strategy, serving as an essential means to promote rural modernization and urban-rural integration, provides a vast stage for students and injects a vivid impetus for the comprehensive revitalization of the countryside. In this article, the integration of university students' innovation and entrepreneurship with the strategy of rural revitalization was discussed, aiming to reveal the mutually reinforcing logic between the two, and providing practical guidance for the construction of a new model of rural revitalization driven by innovation and entrepreneurship.

Keywords: College students; Innovation and entrepreneurship; Rural revitalization; Integration

Introduction

It is well-known that the core elements of rural revitalization strategy include prosperous industries, livable ecology, rural culture, effective governance and affluent lives. China's higher education emphasizes cultivating innovative and practical talents, encouraging students to step out of the classroom and actively participate in social practice by transforming their knowledge into tangible actions that benefit the society. Innovation and entrepreneurship education has been elevated to an unprecedented level, and platforms such as college students' innovation and entrepreneurship competitions and business incubation bases have sprung up, providing strong support for college students to join in rural revitalization.

1. Why should we integrate college students' innovation and entrepreneurship with the rural revitalization strategy?

1.1 Activating new drivers for rural economic growth and promoting industrial upgrading

College students' innovation and entrepreneurship, characterized by their knowledge intensity, active thinking, and bold innovation, can introduce advanced scientific technologies, innovative business models, and unique market perspectives to rural areas^[1]. Modern technologies such as the Internet, big data, and artificial intelligence can be leveraged to transform traditional agriculture into smart and precision farming. Additionally, emerging industries like rural tourism, cultural creativity, and ecological agriculture can diversify rural economic structures and increase local income sources. By creating agricultural product brands and enhancing their value, the integration of primary, secondary, and tertiary industries can be promoted. This integration not only boosts the competitiveness and sustainability of rural industries but also provides new solutions to rural challenges, fostering prosperous rural economies.

1.2 Optimizing rural governance structure and enhancing public service efficiency

In the process of innovation and entrepreneurship, college students can introduce modern governance concepts and information technology tools, and actively participate in or promote innovations in the management of rural public affairs. For example, they can develop rural information management systems to enhance the digital and intelligent levels of rural governance. They can also create community mutual assistance platforms to promote the development of rural volunteer services and public welfare, thereby strengthening social cohesion. Furthermore, their professional skills in areas such as rural planning, environmental protection, and legal aid can be utilized to address specific community needs. This integration practice helps to build a more efficient, fair, and

transparent rural governance system, improving governance efficiency and meeting the growing demands of rural residents for a better quality of life^[2].

1.3 Promoting flow of the talents into rural areas and building a new urban-rural relationship

Integrating college students' innovation and entrepreneurship with rural revitalization provides a broad stage and opportunities for young people to serve rural communities, attracting high-quality talent to these areas. Through startups, projects, and services, they can drive rural economic development and facilitate the flow of talents, information, capital, and other resources. This can help narrow the gap between urban and rural areas and promote their integrated development. Additionally, this integration can improve the stereotypical image and social status of rural areas, laying the foundation for a new urban-rural relationship characterized by complementarity and shared prosperity.

1.4 Inheriting and promoting rural culture and enhancing rural soft power

Integrating college students' innovation and entrepreneurship with rural revitalization also plays a crucial role in the protection, inheritance, and innovation of rural culture. Given their high cultural literacy and keen cultural perception, college students can explore the unique historical culture, folk art, intangible cultural heritage, and other resources of rural areas. They can create new connotations through creative design and cultural projects, infusing these traditions with new vitality. Furthermore, innovative practices such as short videos, live broadcasts, and social media can be effectively introduced to expand the reach of rural culture, thereby enhancing its soft power and external appeal.

2. How to integrate practice of college students' innovation and entrepreneurship with rural revitalization strategy?

2.1 Constructing a complete policy support system

In general, the government should increase its support for the integration of college students' innovation and entrepreneurship with rural revitalization by constructing a systematic, comprehensive, and precise policy support system. Specifically, the government can issue special policies to clearly encourage and support college students in various directions and ways, providing clear action guidelines. Furthermore, a special fund can be established to provide financial support for college students' innovation and entrepreneurship projects. This fund can offer start-up capital, loan interest subsidies, or risk compensation to help overcome financial shortages and reduce costs. Additionally, direct financial incentives through government procurement of services, project subsidies, and other forms can promote excellent innovation and entrepreneurship activities in rural areas and stimulate enthusiasm for these endeavors. Lastly, building a one-stop service platform will benefit all aspects of entrepreneurship, including comprehensive training, mentor guidance, market promotion, and legal consultation. This platform can enhance problem-solving capabilities and increase the success rates of entrepreneurial ventures.

2.2 Establishing a university-local-enterprise cooperation mechanism

To establish a mechanism of university-local-enterprise cooperation, resources from various sectors are essential for integrating college students' innovation and entrepreneurship with rural revitalization. On one hand, universities should sign strategic cooperation agreements with local governments to build practice bases and technology transfer platforms. This collaboration would facilitate the implementation of scientific research results in rural areas while providing students with opportunities for field research and project practice, thereby enhancing their problem-solving abilities. On the other hand, enterprises should be encouraged to collaborate with universities to establish innovation and entrepreneurship labs and R&D centers. These partnerships can offer internships, employment, and entrepreneurship opportunities to students. By leveraging enterprises' market resources, students can enhance the market competitiveness of their entrepreneurial projects^[3]. In addition, resource sharing in areas such as talent, technology, information, and facilities should be promoted. Universities can also open their libraries and laboratories to student entrepreneurial teams, while enterprises can share market data and customer resources. Local governments can provide land, factory buildings, and other hardware support to create a collaborative, mutually beneficial innovation environment.

2.3 Optimizing innovation and entrepreneurship education and skills training

To optimize innovation and entrepreneurship education, it should be integrated throughout the entire cultivation process, with a particular focus on courses and practical activities related to rural revitalization. This can include courses on the current situation and needs of rural areas, covering topics such as agricultural economics, rural society, rural planning, environmental sustainability, and ethnic culture. Additionally, essential skills such as business model design, marketing, financial management, and team building should be taught through both theoretical instruction and practical exercises. Furthermore, various forms of

activities, such as entrepreneurship competitions, simulation training, and entrepreneurship salons, can be organized to foster innovative thinking, practical abilities, and an emotional connection to rural communities. These activities can also help instill a sense of social responsibility among students.

2.4 Fostering a positive social atmosphere and cultural environment

Creating a positive social atmosphere and cultural environment that respects innovation, encourages entrepreneurship, and supports rural revitalization is crucial for providing the spiritual impetus needed to integrate college students' innovation and entrepreneurship efforts. Media platforms should be utilized to widely publicize successful cases and exemplary models, inspiring more students to engage in rural development. Advocating for a social ethos of "mass entrepreneurship and innovation" and promoting a spirit of hard work can help students establish the correct entrepreneurial outlook and values^[4]. At the same time, various exchange activities should be organized to enhance interaction between college students and villagers, strengthen community cohesion, and form a supportive entrepreneurial ecosystem.

3. Conclusion

In summary, the integration of college students' innovation and entrepreneurship with the strategy of rural revitalization not only activates the intrinsic driving force of rural economic development and enhances the effectiveness of rural governance, but also promotes the flow of talent between urban and rural areas and the construction of a new type of urban-rural relationship. This integration is of great significance for promoting the comprehensive revitalization of rural areas and achieving the modernization of agriculture and rural regions.

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