

Analysis of the Cultivation of New Professional Farmer to Boost Rural Revitalization

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Abstract: The practice of rural revitalization strategies can't be separated from the new professional farmers who are literate, skilled and good at management. This article analyzes the necessity of education and training for new professional farmers and the practical path to boost rural revitalization, providing talent support and effectively promote the implementation of rural strategies.

Keywords: New Professional Farmers; Education and Training; Boost Rural Revitalization

The 19th National Congress of the Communist Party of China put forward the strategies of rural revitalization. The key lies in people, and the foundation lies in education. Measures not only include accelerating the implementation of rural revitalization strategy and the participation of new-type professional farmers in the development and construction of modern agriculture, but also include promoting the construction of new professional farmers' education and training system with people as the center, characteristic industries as the starting point and national institutional system as the support, and effectively improving the scientific and cultural quality of new professional farmers as a whole. All the above-mentioned measures are important and powerful guarantees for speeding up the filling of shortcomings in rural revitalization and agricultural talent cultivation and consolidating the human resources foundation of agricultural and rural economic modernization.

1. Analysis on the necessity of education for new professional farmers

Agriculture is the foundation of our national economy, and the quality of new professional farmers is related to the construction of beautiful countryside as well as the effective implementation of rural revitalization strategies. Since the reform and opening up for more than 40 years, increasing farmers have come to in cities for work and buying houses to settle down, due to the loose household registration policy. With the large number of rural labor force transferring to cities from rural areas, the main body of rural revitalization, the young and middle-aged, is seriously lost, which causes increasingly obvious trends of empty nests, hollowing, and aging farmers in rural areas. Who will plant land and who will develop the countryside are two realistic and urgent major issues which seriously hindered the process of rural revitalization. Under this background, the cultivation of farmers' qualities is very important. Rural production must be changed from traditional agriculture to modern one. It is necessary to renew the traditional agricultural production mode, solve the problem of unbalanced and insufficient rural economic development, and promote the development of modern agricultural industry.

On January 9, 2017, the Ministry of Agriculture of PRC (Ministry of Agriculture and Rural Affairs of PRC) issued the development goal: the total number of new professional farmers will exceed 20 million by 2020 in China. The "Thirteenth Five-Year Plan" for the Cultivation and Development of New Professional Farmers in China Besides, it mentioned that it

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is necessary to regard improving, supporting and enriching farmers as the direction, and attracting young people to work in agriculture and cultivating professional farmers as the core focuses. We can improve the knowledge of a group of farmers, develop and cultivate a batch through training, so as to accelerate the construction of new professional farmers who have literacy, technology, good management skills. Education and training is one of the important ways to train new professional farmers who are in great demand in modern agricultural construction. Only by enriching and perfecting the education and training content of the farmers according to the needs of their own and the industry can the level of agricultural production team be continuously improved, and the upgrading and development of agricultural industry be realized, which will lead farmers get rich and truly promote the realization of rural revitalization strategy.

2. Summary of the experience of the education and training for new professional farmers

Since the 18th National Congress of the Communist Party of China, the CPC Central Committee and the State Council have attached great importance to the education and training of new professional farmers, and have been promoting rural revitalization and agricultural and rural modernization based on farmers' education and training services. Promoting the all-round development of farmers and helping realize agricultural modernization as the core of the new professional farmers training system, farmer education and training are presented with satisfactory to the people by approaches of training-oriented for cultivating and upgrading the skills of "three natures" (nature of pertinence, effectiveness and standardization), adhering to the new vocational farmers education and training form combining classified management and precision education, guiding farmers' technical education vocational training institutions at all levels to face new industries, adhering to the people-centered, persisting in cultivating high-quality talents with high-quality educational resources, building education and training platforms for farmers.

2.1 Education and training for new professional farmers with more specific targets

New professional farmer education is distinctive agricultural breeding and specialty education carried out according to the actual situation of each region. It focuses on selecting outstanding groups such as project leaders of grassroots social organizations in poor rural areas, leaders of rural cultural industry integration and development activities, and leaders of rural leisure social and cultural service industries to cultivate a group of outstanding rural cultural revitalization and permanent brand industry leaders who can do well, keep a good living and bring good labor for poor villages. It is also necessary to pay attention to the inclusiveness of policies, which not only encourages talents, who go out but return home, to innovate and start businesses, but also trains outstanding talents. It is generally recognized by farmers when high-quality farmers lead small and common farmers to develop together. Many high-quality farmers enter the village team of "two committees", which forms a virtuous circle, and the rural governance level and ability have been significantly improved.

2.2 More effective training channels

China's agricultural industrial structure, organization mode and means of production have undergone profound changes. New and higher requirements have been put forward for the education and training concepts, modes and means of new professional farmers. According to these new changes and new requirements, we have stepped up the implementation of the "two-wheel drive" of the action plan for cultivating high-quality new-type professional farmers and the education plan for improving vocational education level, and constructed a new pattern of coordinated development of agricultural technology education in colleges and universities, higher vocational technology education and other high-quality rural farmers' vocational cultivation. In recent years, focusing on people-benefit project construction, efforts have been made to build agricultural and tailor-made rural vocational education, talent training solutions for the majority of rural farmers, and promote the enrollment expansion of rural vocational colleges to open the door to the majority of rural farmers. The enrollment of higher vocational colleges exceeded 35,000 during last year alone.

2.3 More standardized training methods

It is necessary to adhere to the combination of introduction and use and local training, the coordination of skills training and academic education, and the convergence of on-the-job training and reserve training. The training of a group of leading

agricultural talents and excellent teachers need to be focused on. Provincial and municipal governments at all levels should focus on the agricultural management theory concept, professional knowledge and skills development training of a number of agricultural and technical talents management, such as agricultural technology leading enterprises, rural demonstration professional cooperatives, and agricultural project managers. Key units at county and township levels should pay special attention to a group of specialized farmers' skills training in production, skill and service, especially on practical agricultural skills training to form a new three-dimensional agricultural training service pattern.

3. Current major tasks of training new professional farmers

It is a new challenge and mission for the education and training of new professional farmers to better serve the rural economic revitalization and agriculture in China, and to develop rural areas and realize agricultural modernization. We should focus on the following three aspects.

3.1 Study and practice the spirit of the Fifth Plenary Session of the 19th CPC Central Committee

The Fifth Plenary Session of the 19th CPC Central Committee made it clear that priority should be given to developing modern agriculture and revitalizing rural areas. Improve the cultural quality of poor farmers and rural scientific and technological talents, and promote the revitalization of poor rural scientific and technological talents industry were clearly put forward. It is necessary to practice the spirit of the central government life, put the requirements of the central government into the education and training of new professional farmers, promote the improvement of farmers' quality and development, and provide more powerful support for the revitalization of rural talents. It is also necessary to aim at adapting to the needs of agricultural development, effectively guaranteeing the imported food security of developed countries, effectively guaranteeing the supply of agricultural products resources, continuously improving the quality, economic benefits and market competitiveness of modern agricultural production, aiming at the major development strategic requirements of modern agriculture towards green economic development, improving agricultural and rural environmental governance, etc., adopting precise policies and taking multiple measures simultaneously, and speeding up the education and training of a group of builders and leaders of modern agriculture in China. In order to meet the new expectations of farmers in the new age, the education and training of new farmers should be focused on solving the pain points and difficulties in farmers' entrepreneurship, extend to both ends with education and training as the core, help farmers solve the problems of difficult loans and sales, promote "rich pockets" through "rich heads", and show the lasting vitality of new-type professional farmers' education.

3.2 Formulate a good development plan

We need to understand the goals of the "14th Five-Year Plan" and the rural development plan by 2035, and strive to steadily expand the scale of the training team of high-quality rural farmers through the joint efforts of the whole country, improve the training guarantee system of high-quality rural farmers, and establish and improve the basic incentive system. Short-term training, skills training, and academic education are integrated into the rural talent training and development channels. The management of training projects is more standardized, and the basic training conditions are significantly improved. Besides, the training driving effect is significantly improved, and the multi-capital investment guarantee mechanism and multi-policy docking support guarantee system are basically formed. The team of high-quality new professional farmers who have literacy, technology and good management skills will continue to grow and become an important force for agricultural and rural modernization by 2035. The lifelong learning system of new professional farmers will be basically established, and the quality of farmers will be more coordinated with the level of agricultural and rural modernization.

3.3 Create a good development environment

We should unite various social forces, and adopt some policies and measures that can make it easier for new professional farmers to gain a sense of training. We should also take farmers' training enterprises as a cooperative link to promote the development of their cooperative advantages with high-quality new-type professional farmers, continuously and deeply track and promote the development of educational industry services after the training of new-type professional farmers, and carry out a variety of extended industrial services, such as industrial policy promotion and publicity, project training promotion, and technical training guidance. Meanwhile, we should promote the employment development model of high-quality new

professional farmers, and form a good social atmosphere of respecting and caring for them in the whole country and society. In this case, it will make new farmers a profession that has good development prospects and attractiveness everyone yearns for, make rural agriculture develop into a new industry with development head, and make more beautiful countryside become an ideal home for farmers to live and work in peace and contentment.

4. The path of rural revitalization through new professional farmer education

4.1 Accelerate the improvement of the education and training system for new professional farmers

It is necessary to give full play to the resource advantages of various agricultural professional training institutions, such as agricultural colleges, technology extension training institutions, technical vocational colleges, research and education institutions, and new agricultural management service institutions, to strengthen the construction of various public welfare agricultural education and training service institutions, attract various social resources and various market entities to jointly invest and participate, and improve the use efficiency of various educational resources. To promote the supply-side reform of education and training for new professional farmers, build an education chain around the industrial chain, run through the “overpass” of training at all levels, and build a “credit bank” to promote mutual recognition and exchange of learning achievements of education and training for them in different institutions and different stages. Therefore, under the new situation of rural revitalization, we should gradually establish a new training system for professional farmers, which is “coordinated by the government, led by agriculture, coordinated by departments at all levels, and widely participated by the society”. We should also expand the school-running ways and funding sources of farmers’ vocational training in various ways, establish a training mode for professional farmers supported by the government, face market demand and diversified school-running subjects, and earnestly build a diversified training management system for professional farmers with government-led and independent participation of social forces such as industries and enterprises.

4.2 Accelerate the establishment and improvement of a cultivation system for new professional farmer

The training of new professional farmers is a systematic, long-term and complex project, involving the government, farmers, training institutions and other subjects. Policies and regulations must be adopted to guide farmers to embark on the road of professional development. To achieve this, education and training system of new professional farmers should be established and improved, such as education and training, development support, guidance and incentives, and accelerate the process of agricultural modernization. We should increase the financial investment in the education and training of new professional farmers, expand the proportion of farmers enrolled in agricultural vocational education in middle and higher schools, improve the learning subsidy mechanism, the organization and management, assessment and evaluation, and return to their hometowns for employment. Besides, a new professional farmers’ precision entrepreneurship support and incentive system are needed to be established and improved to support the establishment of modern agricultural main enterprises, new modern agricultural production and management methods and social service agriculture main bodies. It is also necessary to increase industrial guidance policy incentives, promote a group of high-quality new-type professional peasant enterprises to embark on the road of cooperation-driven development and complementary-driven development, and use policy guidance to encourage new-type professional peasants to start businesses and develop advanced models of agriculture to play a leading role in demonstration.

4.3 Constant expansion of the number of new professional farmers

It is needed to face the national advantageous industries and characteristic food-oriented industries, with the main goal of ensuring the national food security and the supply security of key agricultural products resources. Through on-the-spot employment training, a number of laid-off farmers who are also entrepreneurs will be trained, with training and improvement of the production and operation organization management and key radiation industries to drive service capabilities. In this case, main technical leaders and high-tech entrepreneur’s teams of new type of modern agricultural production and operation management will be cultivated. It is also necessary to face the new demand of agricultural productive services, aiming at promoting agricultural and rural innovation, entrepreneurship and industrial integration. By attracting and developing a

group of returning farmers, we will strive to improve the professional technical level and build the leader team of agricultural innovation, entrepreneurship and socialized service organizations. Moreover, facing the development of rural revitalization, efforts should be made to improve the development level of rural management and build leading teams for the development of rural revitalization and social undertakings.

5. Conclusion

In summary, we must always adhere to the concept of strengthening the system in order to realize the overall modernization of agriculture and rural areas in China, and realize the unity of the education and cultivation of new professional farmers, the improvement of quality, the structure of team cultivation, the scale of talents and the benefits of resources.

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