

Study on the Employment and Entrepreneurship of College Students in Rural Areas in the Context of Rural Revitalization

Na Wang, Tanxia Claire R. Tobias

University of the Cordilleras Gov. Pack Road, Baguio City, Philippines

Abstract: Talent is the first resource and innovation is the first driving force. In the implementation of the rural revitalization strategy, high-level, high-quality and highly capable comprehensive talents are needed to join the construction of the countryside, thus promoting the modernization of the countryside. In this context, it is the demand of the times for college students to go deep into rural areas for employment and entrepreneurship, and college students can bring new management concepts, science and technology to rural areas and provide a continuous impetus for rural development. Therefore, this paper conducts an in-depth investigation into the problems existing in the employment and entrepreneurship of college students in rural areas and puts forward practical implementation strategies, so as to better promote the employment and entrepreneurship of college students in rural areas and realize the goal of rural revitalization strategy.

Keywords: Rural revitalization; University students; Rural employment and entrepreneurship; Implementation strategies

Introduction: Under the guidance of the rural revitalization strategy, university students can promote the rapid development of rural areas by deepening their employment and entrepreneurship, and bring new technology and management concepts into the development of rural e-commerce, so that they can lead villagers to achieve common prosperity. However, in the development of rural employment and entrepreneurship work of university students, there are problems such as the lack of awareness and ability of university students in rural employment and entrepreneurship, and the failure of universities and the government to provide support policies for university students in rural employment and entrepreneurship. The existence of the above-mentioned problems has seriously restricted the realisation of employment and entrepreneurship for university students in rural areas. Therefore, under the background of rural revitalization, how to efficiently promote the development of rural employment and entrepreneurship work of college students has become the focus of research.

1. The significance of rural employment and entrepreneurship for university students in the context of rural revitalization

General Secretary Xi pointed out at the Political Bureau of the CPC Central Committee that “the revitalization of talents is the foundation of the revitalization of the countryside, and it is necessary to innovate the institutional mechanism for the work of rural talents, fully stimulate the vitality of existing talents in the countryside, and draw more urban talents to the countryside for innovation and entrepreneurship.” In the process of implementing the rural revitalization strategy, promoting college students from various universities to go deep into the front line of employment and entrepreneurship at the grassroots level in rural areas can help promote the rapid development of agriculture. The rural revitalization strategy is implemented so as to create a rural construction with flourishing industries, pleasant ecology, civilized countryside, effective governance and affluent living. University students can bring advanced technical knowledge such as timely Internet, management concepts and agricultural production techniques to the countryside by going deep into the countryside for employment and entrepreneurship, and provide theoretical and technical guidance for the development of the countryside.^[1]

2. Problems in rural employment and entrepreneurship of college students in the context of rural revitalization

2.1 College students' awareness and ability to start a business in rural areas is not strong

In the rural revitalization strategy, the new-age talents for rural revitalization are the key to its realization of strategic goals. As cutting-edge talents in the new era, university students need to actively bring their values into play and contribute to the promotion of building a beautiful countryside. However, in the actual implementation of the work of rural employment and entrepreneurship for university students, the enthusiasm of university students is not high, thus making the work of rural employment and entrepreneurship for university students not smoothly carried out^[2]. The main reason for this is that the employment expectations of college graduates are high, especially those who come out of the countryside and want to stay in the big cities, and their willingness to return to their hometowns for employment is low. Moreover, in terms of the choice between employment and entrepreneurship, college graduates prefer stable careers, such as government units, state-owned enterprises and central enterprises. In addition, university students who have the will to go to rural areas for employment and entrepreneurship are not strong in their own professional skills and do not understand the actual situation of rural economic development, so it is difficult to explore the conditions of the entrepreneurial body in it. At the same time, in the process of starting a business, the lack of professional management knowledge and the weak ability to co-ordinate the macroscopic aspects of their enterprises make it difficult for them to stand firm in the unpredictable market, thus dampening their enthusiasm and self-confidence in starting a business.

2.2 Insufficient support from universities for students' rural employment and entrepreneurship

As a base for training talents, universities should take the needs of the times and market demand as a guide to cultivate high quality talents to meet the needs of the times. In the wave of reform and innovation, universities have strengthened the education of innovation and entrepreneurship for university students, offering corresponding education courses and practical project training. However, the support of universities for students' rural employment and entrepreneurship is insufficient, which makes students' awareness and ability of rural employment and entrepreneurship insufficient, and to a certain extent hinders the construction of rural areas^[3]. Firstly, universities do not pay attention to the employment and entrepreneurship of college students in rural areas, do not guide students to establish the employment concept of rural employment and entrepreneurship, and do not have a good understanding of the national policy on the employment and entrepreneurship of college students in rural areas. Secondly, in the teaching guidance of innovation and entrepreneurship, teachers have a misconception of the concept of employment and entrepreneurship in rural areas of college students, and think that highly capable innovation and entrepreneurship talents should stay in big cities for development, and lack the cultivation of service consciousness and dedication consciousness in the teaching. Finally, the design of universities in the training method of innovative and entrepreneurial talents is oriented to the needs of enterprises for targeted ability training. In ignoring the cultivation of college students' rural employment and entrepreneurship ability, thus making it impossible for students who go deep into rural employment and entrepreneurship to bring their value into play.

3. Strategies for the implementation of rural employment and entrepreneurship for college students in the context of rural revitalization

3.1 Strengthening the awareness and ability of university students in rural employment and entrepreneurship

Under the guidance of the rural revitalization strategy, colleges and universities should strengthen the cultivation of college students' rural employment and entrepreneurship awareness and improve their rural employment and entrepreneurship ability, so that they can deliver high-quality talents in line with the development of the times for rural construction and thus fully realize the goal of the rural revitalization strategy. In the process of cultivating innovative and entrepreneurial talents in colleges and universities, colleges and universities should deeply interpret the development goals and requirements of the rural revitalization strategy, and conduct in-depth understanding and study of the national policy documents on employment and entrepreneurship in rural areas for college students. In the process of education, students should be trained to establish the correct ideological awareness of rural employment and entrepreneurship, cultivate their ideological awareness of serving the development of the countryside, and also cultivate the spirit of dedication and service^[5].

3.2 Building a platform for employment and entrepreneurship services for university students in rural areas

In the training of talents, universities should improve the training system of rural employment and entrepreneurship for college students. While teaching professional knowledge and cultivating the basic skills of rural employment and entrepreneurship, universities also need to provide service platforms for college students in rural employment and entrepreneurship, so as to provide support for college students to go deeper into rural employment and entrepreneurship. Universities should strengthen the cooperation with rural enterprises and invite them to recruit within the universities, thus helping students to achieve a seamless transition from universities to enterprises. By building a service platform, universities can provide more opportunities for students to find employment in rural areas, and can also help students with problems encountered in rural employment, thus enhancing their self-confidence in rural employment.^[6] In addition, universities should also establish incubation bases for students' rural entrepreneurship and service platforms for students' rural entrepreneurship. In this process, universities can invite successful people who have made significant achievements in rural entrepreneurship to give field guidance to the rural entrepreneurship projects of university students and provide them with effective resources to help them, so as to jointly cultivate new rural construction talents for the country. Therefore, in the process of cultivating college students' rural employment and entrepreneurship, colleges and universities should make more efforts to build a rural employment and entrepreneurship service platform for students together with all walks of life, so as to help students solve the difficulties they encounter in deepening their rural employment and entrepreneurship and enhance their self-confidence in rural employment and entrepreneurship, so as to better promote rural construction.

4. Conclusion

To sum up, under the guidance of rural revitalization strategy, university students should actively participate in the construction of rural areas and use their professional knowledge and skills to contribute to rural construction. In the cultivation of talents, universities should strengthen students' awareness of rural employment and entrepreneurship and cultivate their awareness of service and innovation. In the teaching, teachers should also strengthen the training of students' ability of co-ordination, communication and management, so as to lay the foundation for their employment and entrepreneurship in rural areas. Secondly, colleges and universities should build service platforms for college students in rural employment and entrepreneurship, so as to improve more rural employment channels for students and also provide them with assistance in employment and entrepreneurship. Finally, the government should increase the support for college students' rural employment and entrepreneurship, and provide them with better services, so as to improve their employment and entrepreneurship rates.

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