

Research on double innovation education in higher vocational colleges helping agricultural industry development under the background of rural revitalization

-- A case study of the vegetable industry in Enping Bougainvillea

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Abstract: Rural revitalization is an important strategy of the country, and the training of bi-creative talents with innovative spirit and entrepreneurial ability plays a vital role in helping rural revitalization. In this article, taking the Enping Bougainvillea industry as an example, the research on the training of bi-creative talents in vocational education and the coordinated development of rural revitalization industry was carried out, and constructive strategies were proposed in order to provide reference for improving students' bi-creative ability and helping the development of agricultural industry.

Key words: rural revitalization; Mass creation talents; Bougainvillea industry

Entrepreneurship and innovation education to provide fresh water for rural revitalization. Rural revitalization and development provide opportunities for training mass entrepreneurship and innovation talents. China has entered the stage of building a modern socialist country, and the work of "agriculture, rural areas and farmers" is the top priority in comprehensively building a modern socialist country. Whether it is the "14th Five-Year Plan for Promoting Agricultural and Rural Modernization" issued by The State Council in 2022 or the Party's 20th National Congress report, it is stressed that the future needs to consolidate and expand the achievements of poverty alleviation and rural revitalization. In the implementation of the rural revitalization strategy, human resources must be placed in the first place. The country attaches great importance to innovation. In the future, only innovators can make progress, only innovators can be strong, and only innovators can win. The construction of a modern socialist country is highly eager for talents, and it is necessary to cultivate a large number of innovative talents with innovative spirit. Therefore, it can be seen that the cultivation of entrepreneurship and innovation ability is an urgent need for the country to implement the talent development strategy. In the context of rural revitalization, it is very important to improve students' entrepreneurship and innovation ability and help the development of agricultural industry.

1. A general overview of the Enping Bougainvillea industry

(1) "Small wild vegetable" transformed into a booster of rural revitalization

In 2017, Enping City of Jiangmen City issued the "Construction Plan for the Advantageous Area of Agricultural Products with Chinese Characteristics in Enping City of Guangdong Province", which clearly defined the development plan of the Bougainvillea industry. One of the key points is the efforts made in the technological innovation and promotion of Bougainvillea, and strives to create a well-known brand of Bougainvillea that is recognized at home and abroad and has independent intellectual property rights. With the standardized development of the industry, Provide a steady stream of employment opportunities for farmers, drive the surrounding farmers standardized planting area of more than 5000 mu, drive more than 2000 farming households, annual income per household 3000-4000 yuan, for farmers to create a way to get rich, bainvillea industry chain value-added income left to farmers, become the Pearl River Delta surrounding areas precise poverty alleviation area and the Pearl River Delta rural revitalization demonstration area.

(2) Based on the pilot county of the rural revitalization planning system in Enping City, it will provide fertile soil for innovation and entrepreneurship for the talent team

In the face of various challenges and opportunities, Enping City of Jiangmen City has steadily promoted the rural revitalization work and won the first place in the provincial rural revitalization field assessment of West Guangdong Province. In recent years, it has successively won the "excellent" ranking of Jiangmen City's precision poverty alleviation assessment work. Enping City was identified as the only pilot county in Jiangmen City to comprehensively establish and improve the rural revitalization planning system, which focuses on the development of the vegetable industry and rural revitalization construction. The cultivation of innovative talents has made great efforts and achieved certain results. Adhering to the geographical advantages of the local Pearl River Delta region and the high-quality natural conditions for the growth of Bougainvillea in Enping, the Enping Bougainvillea industry has signed an education agreement with Wuyi University and South China Agricultural University to provide professional practice bases for the training of university talents, and in return, to provide suggestions for the local Bougainvillea industry, based on the pilot county of the Rural vitalization planning system of Enping City, providing fertile soil for innovation and entrepreneurship for the talent team. It has great development potential.

(3) "One village, one product, one town, one industry" project construction

Bougainvillea has been applied as a national geographic symbol of Enping City in Jiangmen City, which is a famous local medicinal material. In recent years, the development of Bougainvillea industry has brought an opportunity for the local rural revitalization and development. The Enping Municipal Committee and Government continue to thoroughly implement the decision-making and deployment

of the Party Central Committee, The State Council, the Provincial Party Committee and the Provincial government, and the Jiangmen Municipal Party Committee and the Municipal Government, Focusing on the five major revitalization goals of rural industry, talent, culture, ecology and organization, the government-enterprise cooperation and school-enterprise cooperation model are adopted. On the basis of Bougainvillea cultural and creative park, we solidly promote industrial revitalization, create a modern agricultural industrial system, vigorously promote the construction of modern agricultural industrial park, and actively promote the construction of the “one village, one product, one town, one industry” project. Continue to activate the rural hematopoietic function, plan and implement the rural revitalization strategy, drive agriculture through industry, farmers to drive the countryside, and create rural revitalization “network red”.

2. Problems faced by Dual Entrepreneurship Education in Helping the development of agricultural industry in Bougainvillea

(1) Industries are not driving rural revitalization

The “Bougainvillea economy” in Enping City of Jiangmen has enabled the public to see remarkable results in industrial development, which has provided great impetus for rural revitalization and economic development in Enping City, greatly improved the lives of residents in Enping and increased the income of farmers as a result of Bougainvillea, which is a model of social governance helping rural revitalization, and its experience and results are worth learning from other districts and counties to help rural revitalization. It cannot be separated from the government’s advice, the people’s cooperation, and everyone’s participation in it. The Jiangmen government attaches great importance to the development of the Enping Bougainvillea industry to help the rural revitalization, which has achieved certain results, but there are still some significant problems to be solved in the process of industrial development, such as the visibility of Bougainvillea is not enough, only the residents of the Wuyi area have some understanding, most of them have not purchased Bougainvillea, the sales channels are too narrow, and the current development of the “Bougainvillea economic” industry needs to be improved.

(2) The number of technical talents at all levels and the structural system still need to be optimized

First, there is still a shortage of experienced medical professionals and skilled personnel. From the perspective of industry demand in Jiangmen City in 2022, the supply and demand ratio of professional and technical personnel in medical and health posts is 0.77:1, and the supply and demand ratio of medical and manufacturing and related personnel is 1:0.75, reflecting the mismatch between the supply and demand of professional talents, and there is a large gap of medical and technical talents. Second, the structural contradiction is still prominent. The recruitment ratio of primary skill, intermediate skill, senior skill, physician and chief physician were 1.34, 1.46, 1.58, 1.79 and 1.95, respectively. The recruitment ratio of junior professional and technical positions, intermediate professional and technical positions and senior professional and technical positions were 1.46, 1.57 and 1.72 respectively, which could not meet the demand of technical and technical talents of different levels from the development of Jiangmen’s medical and health care, biomedical and health industry.

(3) The breadth and depth of production-education integration and school-enterprise cooperation are insufficient

First, there are not many schools that effectively carry out school-enterprise cooperation at present. It is often a certain major of the school, such as pharmacy, food processing and other majors, that implements school-enterprise cooperation well, but other majors are less involved, reflecting the lack of breadth. Second, the depth of cooperation between schools and enterprises is insufficient. In the first few years, there is a “honeymoon period” of cooperation, but after a few years, the cooperation projects decline or even no longer cooperate, which is lack of continuity and low integration. Schools are hot and enterprises are cold, enterprises are difficult to recruit workers, vocational colleges are difficult to recruit students, reflecting the integration of production and education, the breadth and depth of school-enterprise cooperation are insufficient phenomenon.

(4) The willingness of college students to return home affects the supply of talents for industrial innovation and entrepreneurship

The concept of returning home employment and entrepreneurship of college students is “stubborn” in “big cities”, some college students are not willing to go back to work after graduation, and the willingness to return to the county is not high, which leads to the coexistence of “labor panic” and “employment difficulty” of college students in rural areas, the shortage of agricultural industry professionals, the shortage of elite human resources, the few residents in some villages, and the emergence of “hollow villages”. Currently, under the construction of the agricultural creative park complex of “rural tourism + field expansion + agricultural one, two and three industries + science popularization education + folk custom experience” in the bougainvillea industry, there is a shortage of diversified talents such as tourism talents, Chinese medicine science popularization talents and agricultural talents, which seriously restricted the development of the Bougainvillea industry.

3, Dual Innovation integration of Enping Bougainvillea rural revitalization and development strategy

(1) Encourage innovative promotion models and drive rural revitalization by industry

In the development of Bougainvillea industry to help rural revitalization, we need to solve the problem from the source, the most fundamental thing is to solve the problem of insufficient popularity of Bougainvillea. First, from the promotion aspect, we have intensified the promotion of Bougainvillea, which can be listed on online shopping platforms such as Tmall, Taobao and carried out live broadcast sales, and a unique shopping platform belonging to Enping’s Bougainvillea can also be set up. In order to increase the popularity and sales of Bougainvillea Enping; Offline sales of Bougainvillea can be carried out through supermarkets, markets and other places and activities related to Bougainvillea cuisine culture can be held. Through the promotion of a series of products of Bougainvillea, build a platform for the popularization of the culture of Bougainvillea, give full play to the advantages of the characteristic agricultural brand, vigorously

publicize the national geographic landmark brand of agricultural products of Bougainvillea, expand the external visibility and influence of the combination of culture and cuisine of Bougainvillea, enlarge and strengthen the industrial chain of Bougainvillea, and help create a new business card of the landmark of Bougainvillea gourmet. Promote the development of global tourism with brand cuisine; It can also push Bougainvillea to the specialty platforms of Jiangmen City and Guangdong Province to broaden the sales channels of Bougainvillea; Secondly, starting from the market aspect, Enping City has held several seminars on the development of the Bougainvillea industry, inviting experts and scholars to discuss and study the development direction of the industry of Bougainvillea. The strong market demand has greatly promoted the development of the planting industry of Bougainvillea. The characteristics and functions of Bougainvillea with strong antioxidant, anti-tumor and anti-inflammatory activities have been determined through scientific research, which has attracted the attention of many scientific research institutions and commercial investment, in order to cooperate with other counties and regions in the supply chain of characteristic agricultural products to broaden the market of Bougainvillea; Thirdly, from the policy perspective, we have introduced preferential policies on the sales and promotion of Bougainvillea, joined the government procurement list of local agricultural products, trained experts in the cultivation of bougainvillea, subsidized farmers of Bougainvillea, and launched more township measures, for the problems to be improved in the industry and sales channels, we will invest more funds in the research and development of bougainvillea products, the use of different aspects of Bougainvillea, After enriching its functions and broadening the industry, our consumer groups will also expand, as long as the intentions of the promotion, the market and sales channels will be more and more wide.

(2) Establish a dynamic adjustment mechanism for professional Settings in higher vocational colleges

Jiangmen higher vocational colleges should adjust the professional Settings according to the industrial development plans and talent needs regularly issued by the municipal development and reform, human resources and social security departments, accurately match the needs of industrial development, and timely eliminate the majors that do not meet the needs of industrial development, with high repetition rate and low training quality. Set up corresponding majors for the new generation of information technology, biomedics, emergency equipment and other emerging industries in Jiangmen from a forward-looking and strategic perspective. Each higher vocational college in Jiangmen should focus on 2-3 industries in the city, focus on building 3-6 high-level backbone professional groups, realize the dislocation development of characteristic majors in the city's vocational colleges, and form a pattern of deep coupling and linkage development between majors and enterprises.

(3) Strengthen the integration of production and education, school-enterprise cooperation, and build a "double innovation" platform for rural revitalization

The integration of production and education in vocational education is an important part of improving the quality of vocational education and building a high-level technical and skilled personnel training system in the deep-water area of China's comprehensive education reform. One of the goals of vocational education is to provide excellent professional and skilled personnel for local economic development. Through the integration of industry and education and mutual cooperation between enterprises and schools, a comprehensive platform of professional teaching, entrepreneurial projects "incubation", student entrepreneurship and employment, integration of industry and education, and rural revitalization is built into one, which is conducive to student participation, help students cultivate and develop technical abilities, practice in the process of "double innovation" and increase talents, and help students convert professional knowledge into entrepreneurial projects and find employment easily. And truly apply what they have learned.

4. Strengthen guidance for vocational college students in finding jobs and starting businesses, and encourage them to find jobs and start businesses in rural communities

According to the enrollment statistics of Guangdong Jiangmen Vocational College of Traditional Chinese Medicine, most of the students in our school come from the rural areas in the west and north of Guangdong province. These rural students come from the countryside, understand the countryside, and understand the countryside. They are the main force for the innovation and development of rural revitalization industry and the important force for college students to return home and start their own businesses. As a medical college student, bougainvillea is a famous local Chinese herbal medicine, which can better return to the countryside with the cutting-edge professional knowledge and advanced professional technology it has learned, and put its professional knowledge to use for the popularization and promotion of technology and services, in order to drive the development of local agricultural industry and help rural revitalization. Vocational colleges and universities need to enhance vocational college students employment and entrepreneurship guidance, especially the employment difficulties, family difficulties Deng "special" students, actively encourage their employment and entrepreneurship in rural grassroots, which not only improves the students' entrepreneurial ability and practical ability, but also solves the students' employment problem, but also for the rural revitalization construction to transport outstanding talents.

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