

Research on Regional New Professional Farmer Cultivation System Based on HR Energy Field Principle

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Abstract: The introduction and cultivation of talents in rural revitalization and the implementation of the rural revitalization strategy are major strategic plans made by the Central Committee of the Communist Party of China. They are also important historical tasks for winning the victory of building a well-off society and a modern socialist country in an all-round way. From an economic point of view, the cultivation of new professional farmers is conducive to the coordinated development of urban and rural areas. From a social point of view, it conforms to the development concept of the new era. In the current situation of shrinking demographic dividend and declining supply of labor resources, it can stimulate the enthusiasm of the masses to participate. Starting from the current situation of professional farmer cultivation project, this paper analyses the existing problems, and puts forward some suggestions on building a new regional professional farmer cultivation system based on HR energy field principle.

1. Introduction

In recent years, our country is actively transforming to modern agriculture, introducing a large number of modern agricultural science and technology, machinery and equipment, and management concepts into agricultural production, and creating an urgent need for high-quality professional farmers. Therefore, we must carry out system arrangement and policy follow-up, gradually guide outstanding talents to enter the countryside and cultivate modern new professional farmers. Based on the quality of farmers, geographical conditions and agricultural development infrastructure in southwest China, this paper analyzes the problems highlighted in the process of cultivating new professional farmers. Based on the principle of HR energy field, some suggestions are put forward to construct a new regional vocational agriculture cultivation system.

2. Current Situation of Cultivation Project for Professional Farmers

With the continuous advancement of urbanization, farmers' practical problems have become an important factor in the birth of the new type of professional farmers cultivation project. The central government has put forward a new idea of cultivating new type of professional farmers for the first time. All regions responded positively to the call of the central government to build a new type of professional farmers. Through the cultivation project in a village in southwest China, the number of new type of professional farmers increased by 10% every year, and the popularization rate of new type of professional planting technology reached 50%. However, in the process of implementation in some areas, due to problems such as imperfect education and training system, management system and system guarantee system, the expected results have not been achieved.

3. Problems in the Cultivation Project of Professional Farmers

3.1 Educational Training System

Traditional farmers lack professional theoretical knowledge, and basic education funds are insufficient. Traditional farmers' academic qualifications are generally low, mainly staying at

illiteracy, primary and secondary levels. China has not yet generally established a multi-level progressive farmer education and cultivation system, including vocational education, higher education and professional and technical education. The number of agricultural vocational colleges is relatively small, and their teachers are weak. China's education system lacks practical skills training for farmers to cultivate. For a long time, China's agricultural planting and breeding technology has been handed down by word of mouth. In some villages, the level of agricultural technology is insufficient in terms of science and technology and modernization, and the new agricultural technology cannot be timely converted into teaching resources that farmers can see, learn and use.

3.2 Management System

Farmers' lack of understanding of market information leads to high transaction costs and opportunity costs. Most farmers have no awareness of the operation and management of farmers' markets, and their geographical location deviates from the county seat. Information cannot be transmitted and communicated in time. They do not understand the needs of the market today and cannot grasp the actual needs of consumers. As a result, farmers in the same village can easily "follow the trend" to grow the same kind of agricultural products. As a result, there are too many similar products and the supply exceeds the demand, resulting in losses and sluggish sales. In addition, China's current agricultural products are sold through a relatively single channel. Agricultural products are sold through wholesale markets or individual farmers and are basically based on traditional spot transactions. During the trading process, individual farmers are affected by small scale of operation, weak economic strength, lack of professional knowledge, weak negotiation ability, etc. As a result, the self-interest is damaged, the trading method is limited, and the management method is simple, resulting in low marketing efficiency of agricultural products.

3.3 System Guarantee System

The training project for professional farmers needs a strong system to promote its implementation. According to the survey, at present only Tianjin and Gansu regions in our country have formulated laws and regulations on farmer training. As far as the current rural situation in China is concerned, the social system environment is very unfavorable to the growth of new-type professional farmers. First, China's land circulation system is not perfect enough. At present, the land circulation mainly led by the government has exposed many problems. Rural land cannot be effectively and intensively used. Second, China's existing urban and rural household registration system hinders the two-way flow of talents and the rational allocation of rural human resources. Third, the protection and support system for farmers' interests is not complete, and there is a general shortage of funds in various regions.

4. Based on HR Energy Field Principle, Construction of New Regional Professional Farmers Cultivation Project

4.1 "HR Eight-Force Model"

The HR "eight-force model" mainly includes eight indicators such as charisma, affinity, attraction, professionalism, influence, commercial power, impetus and innovation. The author found that the eight indexes can meet the basic requirements of building a new type of professional peasant team after collecting the previous data. Therefore, based on the principle of HR energy field and starting from eight indexes, a new regional professional farmer cultivation system can be constructed.

4.2 Construction of New Regional Professional Farmers Cultivation Project

4.2.1 Insight Mining and Cultivation of Professional Farmers

At present, China's education and training system for cultivating new-type professional farmers is not perfect. The main reasons are the lack of professional theoretical knowledge of traditional

farmers, insufficient investment in basic education, lack of professional practical skills training, and inflexible training mechanism for professional farmers. From the perspective of insight, we should identify the gaps in farmers' farming knowledge and skills, strengthen the attention and support to relevant agricultural vocational colleges, introduce advanced technology, improve the teaching environment and other infrastructure construction, improve the application level of agricultural science and technology, and formulate and perfect the training content that farmers really need. And then improve the traditional teaching mode to enhance the enthusiasm of farmers to participate in and enhance the professional quality of farmers.

4.2.2 Affinity to Strengthen the Relationship between Farmers and Government

In agricultural production and the construction of professional farmers, affinity is mainly reflected between farmers and the government. Only by building a close relationship between the two can we achieve common progress and mutual benefit. China's rural areas are mainly facing problems in management such as lack of rural land management, farmers' inability to gain effective insight into market information, and the single distribution channel of agricultural products. In order to solve these problems, on the one hand, the government should actively communicate with farmers, issue policies to benefit the people, communicate information in real time, and transmit and solve practical problems. On the other hand, farmers also need to reflect their problems to the government so that the government can deal with them in time.

4.2.3 Encouraging Power Advocates Farmers' Participation in the Construction of Teams

The government should give full play to its inspiring role, communicate with farmers, drive the backbone of the village, use the backbone to encourage farmers to participate in team building. Formulate relevant laws and regulations to facilitate the training of professional farmers, through the establishment of training pilot areas, and formulate incentive policies to promote the construction of new professional farmers. In order to solve the current situation of hindering the two-way flow of talents due to the current policy guarantee system, urban and rural household registration system, and to enhance the enthusiasm of farmers to participate.

4.2.4 Professional Strength to Construct Basic Training Mode for Farmers

From the perspective of professional strength, the government should fully understand the cultural gap of farmers' cultivation nowadays, and construct a professional training mode in combination with the regional characteristics of villages. The training of farmers in different categories, regions and levels will enable farmers to master the essentials of farming at the theoretical level, to be familiar with the land conditions of existing villages, to abandon the old and old experience and methods, to learn new farming techniques, and to implement the basic cultural training. Under this mode, a group of farmers with knowledge and ability will be trained to form a supporting mechanism in the village, which will make it easier for the majority of farmers to accept technical knowledge and apply it to actual farming, thus improving production efficiency from the source.

4.2.5 Commercial Power to Enhance Farmers' Market Operation Ability

From the perspective of commercial power, in order to increase farmers' income, it is necessary to get rid of the consciousness of small farmers, get rid of conservative and outdated ideas, and enhance farmers' ability to penetrate market information. Farmers need to take the initiative to fully enter the agricultural products market, understand the needs of customers and actively contact with businesses to form their own corresponding regional markets. It is also necessary to improve the internal management mechanism of agricultural products so as to standardize the internal system to resist market risks and create corresponding values.

4.2.6 Creativity Brings up Diversified Farmers' Production and Marketing Channels

From the perspective of innovation, it is necessary to develop regional characteristic agricultural products, select professional farmers with agricultural foundation from the village, and classify and

train them according to their employment intention and combined with regional characteristics. And use the Internet to carry out diversified technical training and information transmission to solve farmers' farming problems anytime and anywhere. It is also necessary to innovate farmers' income channels in various aspects. Besides selling agricultural products through basic market channels, tourism development can be combined with leisure agriculture. Through the integration of agricultural picking and farming experience, we will make full use of rural resources to create value, broaden agricultural management channels and create more income for farmers.

4.2.7 Promoting the Training Process of New Professional Farmers

From the perspective of driving force, it is necessary to improve the construction of relevant policies and regulations, and formulate a set of perfect policies and regulations such as qualification access, cultivation and management, service guarantee, preferential policies for farmers, urban and rural household registration system, etc. In the process of improving the quality of the existing professional farmers, attracting talents to enter the countryside, making full use of rural resources, and accelerating the expansion of the number of high-quality professional farmers. The government department should provide favorable financial guarantee for the cultivation project, and at the same time it can also be used as a medium to build a financing platform to inject social funds into the cultivation project of new-type professional farmers in an orderly manner.

4.2.8 Cohesion, Coordination and Cooperation of Seven Forces

Through the use of insight to explore the cultivation problems of professional farmers, affinity to strengthen the ties between farmers and the government, charisma to advocate farmers to participate in the construction of the team, professional force to build a basic training model for farmers, commercial force to enhance farmers' market management ability, innovative force to create diversified channels for farmers to produce and sell, driving force to promote the cultivation process of new professional farmers, cohesion and coordination of the seven forces to cooperate with each other. Finally, a perfect new type of professional farmers cultivation system will be established, and a new type of professional farmers team with culture, knowledge of technology, good management and good management will be truly cultivated to inject strength into the construction of modern agriculture.

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