

# Research on Incentive Strategies of Talents Service to Rural Construction in China

Du Wanyan, Li Guiqing

Chengdu University of Information Technology, Chengdu, 610100, China

**Keywords:** Rural Revitalization, Rural talents, Incentive strategies

**Abstract:** According to the national strategy of Rural Revitalization, Chinese local governments began to actively explore the practice of attracting talents to serve rural construction. By interpreting the requirements of document No. 1 of the State Council for Rural Revitalization of talents, this paper identifies the types of talents needed for the strategy of rural rejuvenation, combs the experience of typical representatives from Beijing, Zhejiang and Sichuan in attracting talents to serve rural construction, and finally provides suggestions to promote the talents to serve rural construction.

## 1. Introduction

China has been committed to building a harmonious and beautiful countryside, and the Rural Revitalization attached highly importance to the rural talents for the first time. In the study of foreign literature review, however, the author found that the developed countryside in foreign countries also mentioned the strategy of “revitalizing the countryside” similar to Rural Revitalization<sup>[1]</sup>. However, “Rural elites do not return to serve the rural construction, which has become one of the biggest obstacles in the process of building a new countryside in China.” (Yang Jun, 2015)<sup>[2]</sup>. Chinese Rural Revitalization emphasized that “gathering the whole social forces, strengthening the support of talents for Rural Revitalization”, “to implement the strategy of Rural Revitalization, we must break the bottleneck restriction of talents”<sup>[3]</sup>, which advocated the return of social talents to serve the countryside. In this context, local governments have also issued relevant policies to support the strategy of Rural Revitalization, and explore effective ways to attract talents to serve the rural areas.

## 2. Talents Requirement of the strategy of Rural Revitalization

Document No.1 of the Central Government is issued in January every year, which mainly aims at planning and guiding China's “three rural” issues, including the issue of agriculture, rural areas and farmers.

If the Document No.1 of the Central Government of 2018 is about the planning of rural talents, the Document No.1 of the Central Government of 2019 emphasizes how to attract talents<sup>[4]</sup>.

In the first document of 2018, it is particularly proposed to gather all sectors of society to “strengthen the support of talents for Rural Revitalization “. It calls for vigorously cultivating new professional farmers, strengthening the construction of rural professional personnel, giving full play to the supporting role of scientific and technological talents, encouraging all sectors of society to devote themselves to rural construction and innovating the mechanism of cultivating and introducing rural talents.

Since the strategy of Rural Revitalization was put forward, after more than one year's practice and summary in the whole country and all over the world, the Document No.1 of the Central Government issued in 2019 has a clearer guidance on the ways of attracting talents to serve rural construction. Document No.1 of the Central Government points out that rural talents should be included in talent training plans at all levels to be given priority support, exploring the establishment of appropriate separation of post and edition, on-the-job education, innovation support evaluation and other ways to guide all kinds of talents to participate in Rural Revitalization.

Emphasis is laid on the recognition and encouragement of talents who have made outstanding contributions, vigorous development of rural vocational education, and cultivation of new types of professional farmers and so on.

### 3. Classification of Talents Needed in the Strategy of Rural Revitalization

According to Document No.1 of the Central Government and the classification of rural talents in Sichuan Province's Strategic Planning for Rural Revitalization (2018-2022)<sup>[5]</sup>, almost all the talents serving Rural Revitalization are included. The author summarizes the list as follows.

Table 1 Classification of Rural Talents in the Strategic Planning Documents for Rural Revitalization of the Central Committee and Sichuan Province

Types of Talents	Rural Talents
Rural Governance Talents	Talents of Rural Grass-roots Party Organizations
Professional Farmers	Rural Professional Managers
	New professional farmers
Professional Talents	Rural Cadres
	Rural Planner
	Talents of Science and Technology in Agricultural Colleges and Universities
	Agricultural Technology Promotion Talents
	Talents in Agricultural Management
	Agricultural Innovative Talents
	Rural Literature and Tourism Talents
Social Talents	Public Service Talents
	College Village Officials and College Graduates
	Agricultural entrepreneurs
	Retired cadres, intellectuals, business people

Source from: The author summarizes and collates

## 4. Strategies of Attracting Talents and to Serve the Rural Revitalization by Chinese Governments

### 4.1 Beijing

At the end of 2018, Beijing's strategic plan for Rural Revitalization was introduced, in which the third section of Chapter 9 specifically mentions the plan for rural talent rejuvenation<sup>[6]</sup>. The plan emphasizes strengthening the construction of talent support system, attracting talents to serve the Rural Revitalization by cultivating agricultural professional talents, strengthening the construction of agricultural scientific and technological talents, strengthening the construction of rural professional talents and fully mobilizing the participation of social talents.

There are some bright spots. In the cultivation of agricultural professionals, we should pay attention to “providing good conditions for the innovative entrepreneurship of new professional farmers”, and implement it in the promotion of social security and treatment. For example, we should support eligible new-type professional farmers to participate in social insurance such as pension and medical care for urban workers, and improve social security; in strengthening the construction of agricultural science and technology talents, we should improve the distribution policy of scientific researchers based on clear intellectual property rights and guided by knowledge value; and in strengthening the construction of rural professional talents, we should deepen science and technology, finance, cultural creativity and tourism management. We should actively encourage professionals to devote themselves to Rural Revitalization and construction in various fields such as management, marketing and so on. In fully mobilizing the participation of social talents, we should

focus on establishing an effective incentive mechanism, and explore the establishment of “weekend talents” incentive mechanism to guide the establishment of flexible forms of service to the countryside.

Table 2 Bright Points for Attracting Rural Talents in Beijing

The type of rural talents	Incentive strategy
Professional famers	Providing conditions for innovation and starting their own business.
Talents of agriculture science and technology	Perfecting distribution policy of intellectual property
Rural professionals	Encourage all the walks of rural talents to serve the Rural Revitalization
Talents from all kinds of areas	Trying to establish the “weekend talents” motivation system

Source from: The author summarizes and collates

## 4.2 Zhejiang Province

Zhejiang Province also has its own system and method for Rural Revitalization. Taking Lishui City as a representative, the Lishui People's Social Bureau can play the leading role of the government by employing the “talent combination fist” employment mechanism of “attracting, educating and retaining talents”, fully stimulate the innovative vitality of talented rural areas, and bring innovative thinking to the ground, and put the rural employment and entrepreneurship mechanism into practice<sup>[7]</sup>.

Table 3 Talent Attraction and Employment Mechanism in Lishui City, Zhejiang Province

Talent Attraction Ideas	Employment Mechanism
Focused policy	To issue “green cards” for high-level talents in the field of “agriculture, countryside and farmers”
	Encouraging college graduates to go to the grass-roots level
Financial support	“Green Valley elite 550 talent attraction plan”
	Providing subsidies for the construction of pioneering Parks
	Providing guaranteed loans for entrepreneurship and providing various types of employment and entrepreneurship support funds
Vigorous action	Implementing the “on-site” training methods for local villagers
	Holding special recruitment fairs for talents from all walks of life
Encouraging Vitality of Innovation in Rural Areas	Perfecting the “Start-up Project Bank”, “Start-up Tutor Bank” and “Start-up Teacher Bank”
	Carrying out entrepreneurship and Innovation Contest
	Lectures on Rural Revitalization and Academic Activities at Home and Abroad
Mutual Assistance and Win-win Cooperation	Establishing the “Federation of Senior Talents”
	reaching labor service cooperation agreements
	Deeply Implementing the Talents Leading Plan of “100 doctors coming into 100 Enterprises”

Source from: The author summarizes and collates

Among the talent attraction and employment mechanism in Lishui City, the most prominent points are the preferential treatment of the government in policy and the holding of special recruitment fairs for agricultural talents.

### 4.3 Sichuan Province

Sichuan Province is a major province that actively implements the precise poverty alleviation and is also a model province that actively responds to the strategy of Rural Revitalization<sup>[8]</sup>. In the Strategic Planning for Rural Revitalization of Sichuan Province, issued in 2018, it has made an important guiding significance for the planning and management of rural talents. Through various incentives and management systems, we can strengthen the support of rural talents, and further provide theoretical support for the rural talent employment management mechanism.

Table 4 Summary of Suggestions on the Management Mechanism of Employment of Talents in Sichuan Rural Revitalization Strategic Plan (2018-2022)

Rural Talents Type	Rural Talents	Management Mechanism	Employment Mechanism
Rural Governance Talents	rural grass-roots Party organization talents	The training and development model of rural management talents	Establishing a long-term mechanism for the appointment of the first secretary
talents in various fields	scientific and technological talents in agricultural-related colleges and universities	Deeply implementing the excellent young agriculture scientist program	targeted enrollment and training
	Agricultural technology promotion talents		Targeted employment
	Agricultural innovative talents	create space for rural people	build 100 “Star Creating World” for talents from all walks of life.
Social Talents	Public Service Talents	Promote the Flow of Talents to the Grass-roots Level	Appropriate Separation of Post and Organization
	College student village officials and college graduates	Guide them to return home to start their own businesses and employment	promoting the work of college student village officials and the “three supports and one support” program for college graduates
	Agricultural entrepreneurs	establishing support mechanism	organizing support regularly

Source from: The author summarizes and collates

## 5. Suggestions for Promoting Talents to Serve Rural Construction

### 5.1 Improving the hard and soft conditions

In order to attract and retain talents, we should first create an environment to attract talents and provide opportunities to develop themselves. Prior strategy only create short-term effects of encouraging talents to serve the countryside. However, a long-term strategy should be considered from two aspects. On the one hand, the hardware conditions should be improved, and the rural infrastructure should be improved to provide corresponding resources support according to its professional field. For example, for agricultural science and technology talents, governments can

provide reasonable financial support, merge into corresponding agricultural equipment, provide scientific laboratories that meet the conditions, etc. On the other hand, according to the central documents, we should formulate and improve the regulations on Rural Revitalization and the relevant social security system in local townships, so that talented people can serve the countryside according to the law, rather than blindly providing services. At the same time, we should give them general funds to guarantee their retirement life and give them favorable medical treatment, establish a complete social security system for them, reduce their worries and let them devote themselves wholeheartedly to the Rural Revitalization.

## **5.2 Providing career opportunities**

Under the leadership of the central government, local governments at all levels can set up special Rural Revitalization agricultural talent institutions in township organs and recruit rural talents through various channels. On the other hand, various preferential policies should be formulated to provide the necessary living and working environment for rural talents so as to retain the local talents. More encouragement and support should be given to rural talents in spirit, so that they can voluntarily devote themselves to the Rural Revitalization<sup>[10]</sup>(Deng Jian, 2018).

At the same time, rural talent professional service institutions routinely open recruitment system every year, drawing lessons from the relevant standards of rural talent revitalization (such as the new professional farmers system), through examinations and interviews, the selected talents will be brought into the rural talent pool, after working for number of years, they will be able to join in the civil servants organization, and enjoy higher welfare benefits than the same areas. According to specific criteria, Rural Revitalization talents with relevant qualifications can be recommended by agricultural talent agencies. In this way, the central and local governments attach great importance to stimulating rural talents. Naturally, they can attract talents from all walks of life to serve in the construction of Rural Revitalization

## **5.3 More promotion**

Through the mass media, the government and relevant institutions can praise the efforts and achievements of rural talents in rural construction, and commend the excellent villagers who are loved by the villagers. There are various ways of promotion. In order to inspire more talents to serve the Rural Revitalization, live broadcasting, video broadcasting and other forms can be broadcast in various local television stations when holding the live commendation conference. At the same time, we should publicize the virtuous culture of rural talents and the strategy of Rural Revitalization, explain the specific content of the great idea of Rural Revitalization strategy, let the rural talents feel that they are cared by the government and the state, and inspire them serve for Rural Revitalization with nostalgia.

## **5.4 Flexible employment arrangements**

There are variety of ways to recruit rural talents. we can carry out lectures on Rural Revitalization, followed by on-site contract signing in the form of Rural Revitalization agricultural talent recruitment fair. There are also many forms of contract, such as short-term project contract, irregular service and fixed-term contract, etc. Besides giving them material or spiritual rewards, we can also flexibly adopt various forms of employment, and encourage more people to participate. Wang Wenqiang put forward an incentive mechanism for classifying and constructing talents to serve the countryside: “For enterprises and institutions, title evaluation, salary, subsidy and social security are linked to support them to start a part-time job; for public officials, we can provide cadre exchanges, job promotion, salary reform, physical examination and vacation, etc.” (Wang Wenqiang, 2018)<sup>[9]</sup>

## **5.5 Higher compensation incentive**

Although short-term projects have promoted the development of Rural Revitalization to a certain extent, it is difficult to achieve sustainable development in rural areas without cultural, emotional and human support. A mechanism system should be established. For example, we can take Sichuan

as an example to appoint the first secretary; provide higher compensation incentives and welfare benefits for rural talents; issue local “green cards” for them, and ensure that high-level talents settle down and enjoy preferential treatment in all aspects of social life.

## **5.6 Necessary Spiritual encouragement**

In the chapter on the rejuvenation of rural talents, Document No.1 of the Central Government specifically mentions that “all kinds of talents who have made the most outstanding contributions should be commended and rewarded”, which emphasizes the importance of commending talents. More encouragement and support should be given to the villagers in spirit so that they can voluntarily devote themselves to the work of Rural Revitalization(Deng Jian, 2018)<sup>[10]</sup>. Local villagers can be motivated to build beautiful and rich countryside through professional farmer Title Evaluation and qualification certificates. Local governments have also promoted the pace of Rural Revitalization by actively publicizing the culture of rural talents and holding the Congress of commending rural talents. Nowadays, more and more talented people from all walks of life are actively engaged in the strategy of Rural Revitalization to precisely alleviate poverty and build beautiful countryside.

## **6. Conclusion**

Rural Revitalization is a strategic action involving a wide range, demanding, time-intensive and heavy tasks, which requires the participation of people from all walks of life. Establishing the incentive mechanism of attracting talents to serve the countryside has become the most urgent issue at present. In the specific practice of various places, it provides valuable experience for the rejuvenation of rural talents. Beijing innovates the flexible employment mechanism of rural talents by establishing the “weekend talents” incentive mechanism; Zhejiang improves the social security environment for high-level talents by issuing local “green cards”; Sichuan innovates the appropriate separation mechanism of post and organization to effectively encourage talents to serve the countryside. In the process of developing rural talents, it is more important to improve “participation” than “demonstration”. Nowadays, the construction of Rural Revitalization has achieved preliminary results. The conditions of the rural environment are constantly improved, and the culture of the ‘new countryside sages’ inspire the rural talents to make contributions to the Rural Revitalization. However, the achievements are far from enough, and there are many problems in the construction of rural talent team. Relevant departments and people from all walks of life should actively speed up the pace of Rural Revitalization by improving hard and soft conditions, providing a stage for rural talent, intensifying strategic propaganda, adopting flexible employment arrangements, providing higher salaries and rewarding incentives, so as to effectively promote the rejuvenation of rural talents.

## **Acknowledgements**

This paper was one of the achievements of Soft Science Project of Science &Technology Bureau of Chengdu (2017 - RK00-00047 -ZF): Research on Knowledge Innovation Driving Mechanism and Talent Change of Chengdu Advanced Manufacturing Enterprises Based on Catching-up Cycle Theory.

## **References**

- [1] William L. Boyd, Glenn L. Immegart. Educational innovation, Sociopolitical culture, and depressed rural communities [J]. Journal of Educational Administration, May 1977, Vol. 15 Issue: 1, pp.49-66.
- [2] Yang Jun. Inquiry into Xiangxian Culture and Rural Governance [J]. Future and Development, 2015 (3): 98-103. (In Chinese)

- [3] The State Council of the People's Republic of China. Opinions on the Implementation of the Strategy of Rural Revitalization [Z]. 2018-01-02. (In Chinese) the State Council of the People's Republic of China. Several Opinions on Adhering to Priority Development of Agriculture and Rural Areas and Doing Well the Work of "Agriculture, Countryside and Agriculture" [Z]. 2019-02-19. (In Chinese)
- [4] The people's Government of Sichuan Province. Sichuan Province's Strategic Planning for Rural Revitalization (2018-2022)[Z]. 2018-09-09. (In Chinese)
- [5] The people's Government of Beijing Municipality. Beijing's Strategic Plan for Rural Revitalization (2018-2022)[Z]. 2019-01-24. (In Chinese)
- [6] Liu Ning. Planning for rural rejuvenation and stimulating talent motivation --- Lishui Municipal Bureau of People's Society has done a good job of "talent combination fist" [J]. Employment in China, 2018 (08): 24-25. (In Chinese)
- [7] Yansui Liu, Yuanzhi Guo, Yang Zhou. Poverty alleviation in rural China policy changes future challenges and policy implications[J] China Agricultural Economic Review, 2017-10, Vol. 10 Issue: 2, pp.241-259,
- [8] Wang Wenqiang. To promote the revitalization of rural talents, the key is to encourage [J]. Rural Work Newsletter, 2018 (20): 25. (In Chinese)
- [9] Deng Jian. Difficulties and Ways of the Construction of Xianxian Culture in Xinxiang under the Strategic Background of Rural Revitalization [J]. Academic Forum, 2018, 41 (03): 169-173. (In Chinese)