

# **The Methods and Strategies of Improving College Students' Entrepreneurship Ability under the Background of Rural Revitalization Strategy**

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**Keywords:** rural revitalization; modern agriculture; College students; returning home to start an undertaking;

**Abstract:** The strategy of Rural Revitalization was put forward in the report of the Nineteenth National Congress. In the future, China will provide more policy support for rural development, which will promote the rapid development of modern agriculture in rural areas, and there will be a lot of entrepreneurial opportunities in rural areas. With the continuous development of the times, the number of college students in our country is huge and showing a continuous upward trend. Encouraging college students to return home and start businesses can effectively solve the employment problem of College students. For this reason, the country should constantly improve the awareness of university rural entrepreneurship, constantly cultivate relevant outstanding talents, and solve the "three rural" problems in our country. By analyzing the favorable conditions for college students to return home and start their own businesses under the background of Rural Revitalization Strategy and some conditions that college students need to possess in rural entrepreneurship, this paper explores the ways to enhance college students' ability to return home and start their own businesses under the background of Rural Revitalization strategy.

## **1. Introduction**

In recent years, China has put forward the policy of "innovation and entrepreneurship". This indicates that China has entered a new era of innovation and entrepreneurship. In order to make the rural economy develop better, China put forward the strategy of Rural Revitalization in the report of the Nineteenth National Congress. This strategy can effectively improve the employment rate of College students, make rural entrepreneurship opportunities significantly improved, and also play a certain role in maintaining social stability. However, in the process of college students returning home to start their own businesses, college students not only need to have higher professional knowledge, but also have a certain spirit of innovation. They can timely find corresponding measures in the changing social market to better promote the development of innovation and entrepreneurship in rural areas of China.

## **2. Background of the strategy of rural revitalization**

In the report of the Nineteenth National Congress, General Secretary Xi Jinping put forward the strategy of Rural Revitalization in order to promote the development of rural areas, agriculture and farmers in an all-round way. Rural revitalization strategy can effectively promote the development of rural economy, provide more entrepreneurial opportunities for college students, solve the current employment difficulties of College students, and enable college students to effectively find ways to realize their own values [1]. In addition, the strategy of Rural Revitalization can effectively promote the modernization of rural development, so that the integration of urban and rural development. The strategy of Rural Revitalization provides a basic policy for the development of rural areas, agriculture and farmers, provides a driving force for the development of ecological agriculture, and promotes the construction of agricultural system to become more perfect.

### **3. Favorable conditions for college students to start a business under the background of the strategy of vitalizing the rural areas**

#### **3.1 Agricultural transformation and development continue to advance**

In recent years, "creative agriculture" has become a trend. The so-called "creative agriculture" means that in the process of agricultural work, the people who are engaged in agricultural work connect the science and technology with humanity, integrate the resources of agriculture effectively in varying degrees, extend the functions of agriculture, and effectively promote the development of modern agriculture which integrates production, ecology and life[2]. For College students, because they have been influenced by many cultures for a long time, they can make use of the knowledge they have learnt, draw lessons from domestic and foreign agricultural development models and innovative content, and provide a solid knowledge reserve for their own entrepreneurial development in rural areas, which can effectively promote the transformation of agriculture.

#### **3.2 Continuous development of agricultural science and technology**

With the advent of the Internet era, Internet technology has been applied to all walks of life. For enterprises to produce products, the use of the Internet has effectively improved the productivity of enterprises' products, and the quality of products has also been significantly improved, which has brought new opportunities for rural development. Especially when college students return home to start their own businesses, they can bring the latest knowledge of agricultural science and technology to the countryside. Using the current information technology in the countryside, they can effectively make the transfer of land in the countryside, restrict the centralized planning of land, and constantly promote the improvement of agricultural science and technology level.

#### **3.3 The continuous development of rural tourism**

With the continuous development of China's economy, people's living water has been constantly improved, and the proportion of expenditure on entertainment consumption is also gradually increasing. Noise pollution and environmental pollution are prevalent in Chinese cities, which promote the vigorous development of rural tourism in China. College students can seize this good opportunity when they return home and start their own businesses. When planning rural tourism areas, they should combine the local actual situation, highlight local characteristics and establish a tourist area that can attract tourists. Continuously promote the development of rural tourism industry.

#### **3.4 Continuous development of rural horticultural industry**

Nowadays, with the improvement of people's living standard, food and clothing is no longer the highest goal people pursue. Nowadays, people are pursuing spiritual enjoyment. Flowers, plants and trees make the lack of artistic expression in urban construction. Therefore, horticulture is receiving more and more attention. College students can establish a base for cultivating flowers and trees in rural areas when they return home to start their own businesses. This can not only effectively promote rural economic growth, but also beautify the urban landscape and purify the urban environment.

#### **3.5 The continuous development of rural economy and trade industry**

In the Internet era, with the continuous advancement of global economic integration, the economic and trade industry has developed rapidly. E-commerce in rural areas is also rising. College students can seize the opportunity of e-commerce development in rural areas, turn rural areas into an integrated industry of Finance and trade, realize rural logistics, online sales of agricultural products, use the Internet to publicize agricultural products and other aspects of entrepreneurship.

#### **4. The conditions for college students to start a business under the background of rural revitalization strategy**

In the Internet era, with a large number of college students and a very serious employment situation, Premier Li Keqiang proposed the strategy of "mass entrepreneurship and innovation" to provide some policy support for college students' entrepreneurship. Especially in the strategy of rural revitalization, the state vigorously supports and encourages college students to go home and start businesses, which can not only effectively solve the problem of College students. Facing the employment problem, it can also effectively promote the rural economy to improve [5]. But not all college students can succeed as long as they return home to start their own businesses. When they start their own businesses back home, college students themselves must have the following basic conditions:

##### **4.1 They should have the ability to seize entrepreneurial opportunities**

In recent years, China's modern agriculture has developed rapidly, which to a certain extent promotes the development of agriculture in the direction of interest, standardization, industrialization, marketization and scientificization, and provides more entrepreneurial opportunities for college students. For College students, when returning home to start an undertaking, they should be able to seize the relevant entrepreneurial opportunities in time, and make a comprehensive analysis of the opportunities to determine whether this undertaking is feasible, and integrate the local agricultural resources effectively, and constantly increase the relevant agricultural industry chain, so as to enable college students' entrepreneurial projects to find suitable for themselves in the complex and changeable market. The business model of development.

##### **4.2 They should have higher strategic planning capability**

The ability of strategic planning is an indispensable basic ability for college students to return home and start their own businesses. Only with a high ability of strategic planning, can the strategic objectives become scientific, adaptable and reasonable. In addition, college students have a high ability of strategic planning, which helps farmers to formulate relevant tactics, countermeasures and methods. When facing some unexpected problems, relevant leaders can timely and accurately adjust the strategy, so as to reduce or avoid the corresponding losses [6].

##### **4.3 They should have strong management ability**

There are many factors affecting the success of college students' entrepreneurship, such as: the ability to transfer knowledge learned, certain social experience, a strong developmental perspective, etc. In addition, strong management ability also plays an important role in the success of college students' entrepreneurship. With strong management ability, it can obviously improve the efficiency of doing things, make effective use of time, enable farmers to master decision-making skills, give play to their creativity, constantly enhance the ability of farmers to solve problems, and make rural innovation and entrepreneurship healthy and long-term development.

##### **4.4 They should have certain social communication ability**

Although the state vigorously advocates the return of college students to start a business, but when college students go back to start a business, they are often attacked by some public opinions. The common people think that the training of college students is to hope that their children can go out of the countryside and enter the big cities for development. However, it is hard to train college students to return to the countryside to work, which will inevitably be ignored by all kinds of people. To this end, college students should strengthen their psychological endurance and social capacity, so that they can quickly integrate into the new environment and adapt to the various pressures brought by the new environment, so that they can effectively carry out their rural entrepreneurship work [7].

##### **4.5 They should have strong learning ability**

Under the long-term education, college students have certain learning ability, but in social work,

learning is not as simple as in school. In the process of rural entrepreneurship, college students need to strengthen their own thirst for knowledge, constantly learn ways to behave and do things, constantly change their thinking, and promote their learning ability to be improved, which can be effective. Improve their work efficiency, and lay a solid foundation for the better development of their rural entrepreneurship.

#### **4.6 They should have the ability to use science and technology**

Entrepreneurship is not a simple thing. College students only have some professional theoretical knowledge to make the garden insufficient. In the actual process of entrepreneurship, college students need to have a comprehensive understanding of entrepreneurship methods, be familiar with the process of entrepreneurship, collide with my entrepreneurial skills, be able to accurately analyze the changeable secondary market, and want their own rural entrepreneurship to succeed. Students must have a certain level of technology, and constantly improve their own level of technology in the actual operation of Guo Chen, so as to ensure the smooth development of their rural entrepreneurship.

### **5. Method and strategies for promoting college students' entrepreneurship ability under the background of rural revitalization strategy**

#### **5.1 Enhancing college students' awareness of entrepreneurship**

At present, the number of college students in our country is very large, and shows an upward trend every year. This situation has a great impact on the stable development of our country. Because of the lack of rural infrastructure and difficult living conditions, college students are reluctant to go to the countryside to develop. With the strategy of Rural Revitalization put forward by the Nineteenth National Congress, the state has provided subsidy for college students who go to the countryside to start their own businesses and some policy support for college students' innovative undertakings, which has greatly promoted the economic development of the countryside [8]. Therefore, in order to enhance the entrepreneurial ability of college students in the context of the strategy of rural revitalization, we should first raise the awareness of college students' entrepreneurship. On the one hand, the state should strengthen the propaganda of returning home entrepreneurship, on the other hand, strengthen the relevant financial support and support policies, so as to attract more college students to join the team of returning home entrepreneurship.

#### **5.2 Fostering professional entrepreneurship team**

When college students go home to start their own businesses, the establishment of professional entrepreneurial teams can enhance their strengths and avoid their weaknesses, thereby enhancing the success rate of entrepreneurship. The establishment of professional entrepreneurship team plays an irreplaceable role in improving the Entrepreneurship Economy and management level, making the business decisions in the process of entrepreneurship more scientific, professional and rational, and greatly guaranteeing the success rate of college students' entrepreneurship. At the same time, professional entrepreneurship team can effectively promote the healthy operation of business model, has a great attraction to agricultural venture capital investment, and plays a huge role in promoting the level of agricultural modernization.

#### **5.3 Cultivating the knowledge structure of rural entrepreneurship among college students**

College students should first have some basic theoretical knowledge about entrepreneurship when they go back home to start their own businesses, such as rural economic knowledge, communicative competence knowledge, financial management knowledge, business strategy knowledge, environmental knowledge and related knowledge involved in Entrepreneurship projects. On the basis of these basic knowledge, they should constantly improve their entrepreneurial ability and promote college students to start their own businesses. Relevant skills of rural entrepreneurship have been significantly improved [9].

## 6. Conclusion

At present, there are a large number of college students in our country, and they are showing a continuous upward trend. This leads to the increasingly serious employment problem of College students. After the Nineteenth National Congress put forward the strategy of rural revitalization, the rural economy has been significantly improved. College students can make use of the relevant knowledge they have learned and rely on the support of relevant national policies to realize their self-worth in the countryside and constantly promote the development of modern agriculture in the countryside. But in the process of college students' entrepreneurship, they still face many challenges. Therefore, college students should constantly strengthen their psychological quality, strive to learn and master all aspects of the relevant basic knowledge, and constantly improve their entrepreneurial ability. Under the background of Rural Revitalization strategy, in order to enhance the entrepreneurial ability of College students, the state should first strengthen the cultivation of College students' entrepreneurial awareness, and support relevant policies. The establishment of professional entrepreneurship team can greatly improve the success rate of college students' entrepreneurship. At the same time, we should also train college students in Entrepreneurship knowledge, so that they can continuously enhance their comprehensive quality, improve their level of entrepreneurship, contribute to rural economic development, contribute to the stable development of society, and thus realize their personal value.

## Acknowledgement

1) 2018 Jilin Province Education Science, the 13<sup>th</sup> Five-year Planning Issues: "A Study on the Ability of College Students to Go Home and Start a Business under the Background of Rural Rejuvenation" (No. GH [2018]5).

2) Jilin Province Characteristic Agriculture Industry Center for Economic Research Projects.

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