

Cultivation of College Students' Innovative Entrepreneurship under the Background of Precise Poverty Alleviation in Rural China

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Abstract: Rural e-commerce precision poverty alleviation is a key measure to achieve a comprehensive poverty alleviation work in China, and to solve the problem of structural employment difficulties for college students based on the background of China's rural e-commerce precision poverty alleviation. This paper explores the cultivation of college students' awareness of innovation and entrepreneurship. In the new era, the rural e-commerce is precisely helping the poor, as a key breakthrough to realize college students' entrepreneurial entrepreneurship, and realize the dual unity of the individual's professional ideals' social value.

The quality of the workforce includes innovation and entrepreneurial ability. These two capabilities are the continuous driving force for the development and success of a person's career. They are also the driving force for China's economic development and national construction. Contemporary college students are regarded as the solid backing workers of China's future development. Builders and the country's pillars must be rooted in the minds of innovation and entrepreneurship, and focus on cultivating their sense of innovation and entrepreneurship. At present, rural e-commerce plays an increasingly important role in the field of precision poverty alleviation. For university students[1], they can invest in rural e-commerce services, which can not only promote the accurate poverty alleviation of e-commerce in rural areas, but also realize innovation and entrepreneurship as a way to cultivate college students' innovative and entrepreneurial awareness.

1. The need to cultivate college students' awareness of innovation and entrepreneurship

1.1 Adapt to the trend of national economic development

China's economic development has entered a new normal. With the gradual sluggishness of traditional industry manufacturing, and the desire to continue to maintain economic growth, it means that changes must be made on the basis of the past. Therefore, the state has proposed new concepts such as the Belt and Road, Internet[2], It is hoped that this will promote a new wave of China's economic development. In this vigorous reform, the university students who are the main force of youth will undoubtedly play an important role in the assault. The times need them to break the mind and challenge the tradition. Inject new vitality into the Chinese economy.

1.2 Forced by the severe employment situation

Due to the changes in China's economic environment, this will undoubtedly have a great impact on the employment environment of college students. This will also lead to an increasing pressure on their employment competition. The sluggish manufacturing industry has triggered a further decline in the demand for labor in the market[3]. Vigorously develop vocational education, the number of talents cultivated in this area is increasing, and in the context of economic changes, enterprises will increase their requirements for employees. Vocational college graduates will also face the same test of employment and unemployment.

1.3 Help college students establish their career ideals

The establishment of career ideals of college students in the new era must consider their own interests, hobbies, specialties, and advantages. They must also consider the opportunities and challenges of the new era and reasonably determine the direction of career choice. College students should actively participate in important industries and fields in the new era, such as advanced manufacturing, Internet economy, and cross-border e-commerce. The recent rise of rural e-commerce precision poverty alleviation has provided a new choice for the establishment of college students' professional ideals.

2. The status quo of colleges and universities

2.1 College students' innovation and entrepreneurship

In recent years, China attaches great importance to the cultivation of innovative and entrepreneurial composite talents. The Ministry of Education pointed out in the "Opinions on Promoting Innovation and Entrepreneurship Education in Colleges and Universities and Self-employment of College Students" that "innovation and entrepreneurship education in higher education institutions is actively encouraged[4]. Self-employment of college students is a major strategic measure for the education system to deeply study and practice the scientific development concept and serve the construction of an innovative country. It is an important way to deepen the reform of higher education teaching and cultivate students' innovative spirit and practical ability. It is the implementation of entrepreneurship to promote employment. Important measures to promote the full employment of college graduates.

2.2 The status quo of college students' innovation and entrepreneurship awareness

After investigation, I got a general understanding of the current status of college students' innovation and entrepreneurship, and received nearly 1,000 valid samples, which has a high reference. Through the above data, we conclude that the current status of our college students' innovation and entrepreneurship has very distinct characteristics: (1) innovation and entrepreneurship have been popularized in the minds of college students, but the meaning is not clear[5]; (2) college students' understanding of innovation and entrepreneurship Subjective initiative is not strong; (3) College students lack innovation and perseverance in carrying out innovation and entrepreneurship; (4) College students have outstanding advantages in carrying out innovation and entrepreneurship; (5) College students' innovation and entrepreneurship are subject to a number of rigid conditions.

3. The relationship between rural e-commerce precision poverty alleviation and college students' innovation and entrepreneurship

3.1 The value of rural e-commerce precision poverty alleviation era

The report of the 19th National Congress of the Communist Party of China pointed out that China's task of getting rid of poverty is still grim. It requires deep people to carry out poverty alleviation and ensure that all people have more sense of gaining in the development of joint development and sharing, and constantly promote the all-round development of the individual and the common prosperity of all the people. Accurate poverty alleviation is one of the three major battles to build a well-off society in an all-round way[6]. The accurate poverty alleviation in rural e-commerce is an important measure to achieve poverty alleviation. It will help achieve the goal of comprehensive poverty alleviation by 2020. Rural e-commerce quickly sells agricultural products such as fruits, vegetables and Chinese herbal medicines that are harmless in rural areas to the national market and reduces intermediate links. This not only increases farmers' income, but also effectively reduces the backlog of fruits and vegetables and eliminates sales. shape. More importantly, the rural e-commerce is precisely helping the poor to achieve the hematopoietic function of poverty alleviation. Farmers' income is sustainable, with important strategic significance

and the value of the times needs to be vigorously developed.

3.2 Rural e-commerce precision poverty alleviation requires professional talents

For rural e-commerce precision poverty alleviation, rural e-commerce needs to plan its own brand to achieve full coverage at rural village level; it is necessary[7] to ensure that agricultural products sold in rural areas are pollution-free and pollution-free; it is necessary to accurately predict the competitiveness of the national market and prevent production. excess. This requires rural electric traders to have brand planning awareness, market forecasting ability, distribution of agricultural production in rural areas, and the formation of local specialties, such as one village, one product, one town and one special. Therefore, cross-border e-commerce needs a composite electric merchant with language advantages, and the rural e-commerce service team needs to cooperate and promote together with higher ability.

3.3 Rural E-commerce Poverty Alleviation

Considering the contradiction of structural employment and the development advantages and opportunities of rural e-commerce, college students should take the rural e-commerce precision poverty alleviation as a new breakthrough for career ideals. Especially the e-commerce professional college students should actively participate in rural e-commerce work and promote accurate poverty alleviation. . When colleges and universities carry out vocational ideal education for students, they can focus on recommending career choices for rural e-commerce in the direction of poverty alleviation, especially to college students of e-commerce majors, to help students understand and understand the precise poverty alleviation of rural e-commerce, and then determine Their own professional ideals form a sense of innovation and entrepreneurship8].

4. Cultivate the path of college students' innovation and entrepreneurship

4.1 Reasonably guide college students to establish the entrepreneurial ideal of serving grassroots rural areas

The ideal of college students' innovation and entrepreneurship should closely link their career development with the fate of national development. At present, the country is promoting the construction of rural e-commerce, improving the rural logistics network, and improving the rural public service system. In this context, grassroots rural areas will usher in great development opportunities. College students in the new era should establish a career ideal of serving grassroots rural areas, participate in rural grassroots employment, seize the opportunities of rural development, and increase their employment opportunities and employment income. Colleges and universities should reform the employment education guidance curriculum according to the current employment situation, and guide students to establish the ideals of innovation and entrepreneurship in grassroots rural areas, such as encouraging students to participate in rural e-commerce employment and entrepreneurship.

4.2 Strengthening the consciousness of college students' own innovation and entrepreneurship

Although many colleges and universities have entrepreneurial platforms such as college students' entrepreneurial incubator bases[9], many of them are only practicing with a kind of curiosity and fresh energy to carry out some small businesses like reselling goods. The concept of consciousness and innovative entrepreneurship, so many people can't last long. It is necessary for students to have the idea of innovation and entrepreneurship, cultivate the interest of innovation and entrepreneurship, learn the spirit of innovation and innovation, and then adapt to the era of rapid economic development and the severe employment situation. College students must take the initiative to cultivate their own awareness of innovation and entrepreneurship (including innovation and entrepreneurship and cognition). The most important thing is to internalize the spirit of innovation and entrepreneurship, and then to have the persistence of innovation and entrepreneurship and the solution of employment problems. And the realization of the dream of youth.

4.3 Enhance the hard power of innovation and entrepreneurship practice education in colleges and universities

First of all, colleges and universities teachers should gradually change their educational philosophy, face up to the status of innovation and entrepreneurship education and find ways and methods of education for innovative entrepreneurship[10]. Secondly, it is advisable to encourage and support teachers and entrepreneurs, so that in practice, students can more effectively teach and guide students' knowledge and experience of innovation and entrepreneurship, and help students discover problems that may be encountered in the process of innovation and entrepreneurship. In addition, colleges and universities should arrange the basic courses of innovation and entrepreneurship as compulsory courses in the talent training plan, no longer appear in the form of public elective courses, so that students can change and attach importance to the curriculum of innovation and entrepreneurship in attitudes, and cultivate awareness of innovation and entrepreneurship. The teaching methods of innovation and entrepreneurship education should be diversified. It must be taught in classroom theory, practice teaching with students coming to the enterprise, and special lectures from rural e-commerce experts. It can also be a senior classmate. The emergence of a successful entrepreneurship.

4.4 Practically help college students to define the direction of rural e-commerce innovation and entrepreneurship

College students should strive to grasp the opportunity of rural e-commerce to precisely help the poor, determine the rural e-commerce as the career direction, and combine their own advantages and resources to choose the right occupation. College students can be service personnel of rural e-commerce, such as e-commerce sales personnel[11], online shop designers, rural logistics service personnel, etc., and can also be entrepreneurs of rural e-commerce. After determining the direction of rural e-commerce as a career choice, college students should carry out career planning, determine the skills to be learned, the books to be read, the social practices involved, and implement the ideals of innovation and entrepreneurship in a planned and step-by-step manner.

Colleges and universities should provide necessary counseling for the career choice and planning of college students. First, the school should urge students to make career plans and form a complete career plan. The instructor will provide necessary guidance to guide the improvement of the inadequacies in the career planning of college students. Secondly, college counselors should systematically track the implementation of student career planning and urge students to gradually achieve their goals in accordance with the career planning process. Finally, colleges and universities will carry out corresponding innovation and entrepreneurship education for students who have become entrepreneurs of rural e-commerce precision poverty alleviation, and provide targeted counseling, which not only gives students the confidence of rural e-commerce entrepreneurship, but also guides students to avoid entrepreneurial risks. For a particularly mature innovative business plan, universities should provide corresponding venture capital support.

4.5 Actively build college students to participate in rural e-commerce innovation and entrepreneurship platform

The determination of college students' rural e-commerce precision poverty alleviation career ideals cannot be separated from the practice of innovation and entrepreneurship. Colleges and universities should encourage college students to actively participate in the practice of rural e-commerce precision poverty alleviation, in order to let them truly feel and understand the significance of rural e-commerce for precision poverty alleviation, and the broad market potential of rural e-commerce. On the one hand, colleges and universities should select counties and towns and towns with outstanding achievements in rural e-commerce precision poverty alleviation as a practical education base, and deepen people to promote school-enterprise cooperation and provide opportunities for college students to practice in practical bases. Students participate in rural areas. The actual operation of e-commerce, such as e-commerce sales, logistics and other job positions; familiar with the fresh protection of agricultural products, etc., exercise and enhance students'

practical ability. At the same time, colleges and universities can assess the effectiveness of practical teaching by submitting practical reports to avoid the practice of teaching in the form. On the other hand, colleges and universities should rely on the network environment to vigorously develop network practices and build a network practice platform. College students can use the e-commerce platform such as Taobao and Jingdong to create online stores, familiar with the process of network opening and the skills needed[12]. Conditional institutions can also conduct cross-border e-commerce operations, so that students can familiarize themselves with the operation process of cross-border e-commerce and the required literacy, in order to achieve the purpose of cultivating and exercising corresponding abilities in learning and practice.

4.6 Rural E-commerce Provides Innovation and Entrepreneurship for College Students

Whether they are college or just graduated, as long as they start a business, the society should give them enough space to play their talents, give them enough support and help, eliminate their concerns, and solve the difficulties they encountered in their entrepreneurial process. . This category of society includes government and society[13]. The government can provide more entrepreneurial subsidies to those entrepreneurs, and the length of the subsidy can be extended according to the specific circumstances. At the social level, it can provide a platform or other convenience for college students' entrepreneurship. The rural e-commerce platform should support and encourage students to innovate and start a business. To create a good atmosphere of innovation and entrepreneurship from different levels of society, we can cultivate college students' awareness of innovation and entrepreneurship more effectively and more securely, and improve their ability to resist frustration and adaptability in the process of innovation and entrepreneurship.

5. Conclusion

In summary, this paper explores the feasibility of the rural e-commerce precision poverty alleviation career ideals and the specific path of college students' career ideals in the new era. It is found that the rural e-commerce precision poverty alleviation not only has important era value, but also achieves comprehensive poverty alleviation in rural areas. It is an important measure to build a well-off society in an all-round way, and it provides a new career choice opportunity for college students. As an important development opportunity, rural e-commerce enables practitioners to increase their agricultural value-added by selling agricultural products and developing urban agriculture. It is of great significance to promote college students to establish the correct ideal of innovation and entrepreneurship.

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