

# **The Research on the Cultivation of Agricultural Professional Talents under the Vision of Rural Revitalization**

**Huijun Liu**

Hunan Biological and Electromechanical Polytechnic, Changsha, Hunan Province, China

**Keywords:** Rural, Rural revitalization, Agriculture, Professional talent.

**Abstract:** The transfer of agricultural population to urban areas is an inevitable trend of urbanization. However, the problem of retaining talents in rural areas is becoming more and more serious. Farmers are far from becoming a “favorable occupation”. The one-way flow of talents has caused the “ageing” of the rural surplus population at the present stage to be “hollowized”, and the shortage of rural talents. The lower, severely restricting the implementation of the rural revitalization strategy must focus on gathering forces to break the bottleneck of talents. In this context, the cultivation of new agricultural professional talents is particularly important. Doing this work requires not only the high attention of the society, but also the rational guidance of the government. It is necessary to build a professional and diversified new agricultural professional talents.

## **1. Introduction**

Rural talents are an important support for the rural revitalization strategy, covering rural practical talents, scientific and technological talents, new professional farmers, and rural peasants and other agricultural and rural talents. Rural talents mainly include four types of personnel: First, rural researchers who can solve technical problems, including agricultural science and technology contracting, technical research and important science and technology projects. The second is to be good at exploring experiments and dare to be the first to eat crabs [1]. It can be a technical staff or a large industry player who is responsible for the reaction, mainly engaged in farming, planting, agricultural product marketing and processing. Third, brokers who can adapt to the needs of the development of the market economy can be talented in the transfer of agricultural technology results, labor skills training, and agricultural and sideline products marketing. The fourth is a skillful craftsman with a skill in transportation, catering, service, architecture, and folk culture and art. The prosperity of these types of talent teams is directly related to the success or failure of the rural revitalization cause.

## **2. The background and significance of the rural revitalization strategy**

### **2.1 The background of the rural revitalization strategy**

In the 21st century, China's economy is developing at a rapid pace, and the living standards of all walks of life are also rapidly increasing [1]. From the past, the food and the cultural life are rich, and our life has undergone earth-shaking changes. However, China has a problem of insufficient development imbalance. The problem of urban and rural development is the most prominent. Rural development faces many problems. The problem of brain drain in rural areas is severe, especially the transfer of rural labor to cities, and fewer people in rural areas. The agricultural industry began to decline and the rural economy stagnated. Most rural areas are dying out, the urban-rural dual structure has not been completely eliminated, the urban-rural gap is large, and all aspects of agricultural product supply and demand, rural infrastructure, etc. need to be strengthened [1]. In order to solve the rural development problem, it is proposed to implement the rural revitalization strategy.

## **2.2 The significance of rural revitalization strategy**

### **2.2.1 Policy funding guarantee**

Since the 21st century, the No. 1 document issued by the Party Central Committee every year has been concerned about the issue of “agriculture, rural areas and farmers”. The state has increased the reduction of taxes and fees related to agriculture-related projects and implemented agricultural subsidy policies [2]. In order to further promote the agricultural technology extension services of agricultural colleges, strengthen the collaboration of agricultural science and education, and implement the rural revitalization strategy, the state has promulgated a series of decree documents.

### **2.2.2 Increased student resources**

In the past, due to the restriction of the admissions system in China, agricultural higher vocational colleges ranked last in the admissions batches, and the quality of students was not high [2]. After the introduction of the relevant policies for rural revitalization, the agricultural higher vocational colleges gradually got rid of the student source crisis, and the enrollment amount continued to rise. The teaching and research work of agricultural colleges and universities received certain human and financial support, which made the development space of teachers continue to expand.

### **2.2.3 Professional refinement**

The introduction of the strategy encourages all kinds of talents to return to their hometowns for employment, which has spawned many new industries and occupations, thus bringing modern technology production and business models into the countryside and promoting the development of modern agriculture and new rural industries [3]. Therefore, the village needs more agricultural professionals and innovative talents, such as new agricultural operators, rural e-commerce marketers, and agricultural quarantine inspectors. This has prompted all agricultural higher vocational colleges to gradually adjust the professional structure and scientifically add and delete some majors.

### **2.2.4 The rise of innovation and entrepreneurship education**

The Implementation Opinions on Deepening the Reform of Innovation and Entrepreneurship Education in Colleges and Universities, the Action Plan for the Innovation and Development of Higher Vocational Education (2015-2018) and the Opinions of the Central Committee of the State Council on Implementing the Rural Revitalization Strategy are all based on the implementation of the rural revitalization strategy [2]. New vitality, and created conditions for the teacher's dual-education teaching.

## **3. The importance of agricultural professional talents for rural revitalization**

Talent refers to a certain amount of professional knowledge and skills that can carry out creative labor and contribute to society. The rural revitalization strategy must solve the shortage of talents. It is necessary to put the development of agricultural professional talents in a prominent position, open up the channels of intelligence, technology and management, retain local professional talents, and attract foreign professionals to use for me.

### **3.1 Giving full play to the role of local talents in the countryside**

The development of agricultural modernization requires a group of new professional farmers who love agriculture, technology and good management [4]. They are the various entrepreneurial and technological leaders who struggle in the socialist market economy. They play an exemplary role in rural revitalization. Rural cadres are the leaders and organizers of rural revitalization that create grassroots roles. Their ability and hard work can bring more opportunities to the countryside. The skilled craftsmen of rural areas have a long skill and a strong craftsmanship. They can inherit the profound folk culture and unique folk art traditions.

### **3.2 Giving play to the role of external talents**

Returning students, retired military personnel, and returning migrant workers, they have rich knowledge, broad vision and higher realm, actively participate in the construction and governance of their hometowns, and play a leading role in rural construction. With the development of society and the construction of a new era of rural areas, a large number of talents return to their hometowns to start their own businesses, and are committed to developing the rural economy, contributing to their hometown and realizing their own values [4]. There are a wide range of talents, and among them, colleges and universities contribute a lot, and the talents of colleges and universities are rich, which is the source of talents for rural revitalization. The research institutes will use the knowledge, technology, and talents to cultivate relevant experts and scholars, promote outstanding talents to the countryside, and make outstanding contributions to rural construction for the revitalization of rural areas.

## **4. The current situation and existing problems of human resources in rural China**

### **4.1 Lack of the overall development concept and institutional innovation of rural talents**

The lack or even scarcity of rural talents is a long-standing phenomenon with its historical roots. For a long time, especially with the in-depth development of reform and opening up, the focus of economic and social construction on the urban slope, the widening gap between urban and rural areas, the construction of rural talent team lags behind, the total number of talents has been seriously missing or even “famine”, and the formation of talent flow one-way flow status and ideas from the countryside to the city. The existing agricultural support policies are still not effective in dealing with this situation [3]. However, the time is short, and it is easy to become a phenomenon of short-term gold plating and short-term gold plating. It is difficult to fundamentally change the inefficient and unstable state of the construction of rural talents.

### **4.2 Lack of a social environment conducive to the steady growth of rural talents**

There are many reasons for the lack of talent in the countryside, the main reasons are as follows: First, the overall situation of China's rural social construction is far from the urban society. The rural living environment of the province is in the basic living facilities such as housing, transportation, communication, water and electricity, as well as public services in many fields such as medical care, health, education, culture, leisure, social security, etc., and there is a big gap in comparison with cities [5]. A variety of factors have caused the quality of life that the countryside can provide far behind the city, seriously affecting the attractiveness of the village to talents, resulting in significant brain drain and even the loss of young and middle-aged labor. Second, there are divisions and barriers in the flow of urban and rural talents. The rural grassroots party and government talent team is the backbone of rural talents. In reality, rural cadres are more difficult to become urban cadres. Grassroots township cadres are difficult to upgrade to counties and cities, and most village cadres are difficult to transform into state-level administrative personnel in a strict sense. The lack of promotion mechanism is to some extent. It has affected the enthusiasm and creativity of the work of the vast number of cadres and is not conducive to the reserve of the village cadres. At the same time, there are institutional obstacles in the placement of urban talents into rural areas and entrepreneurship.

### **4.3 Lack of effective ways to promote the construction of rural talents**

The weak environment of rural talent education is the root cause of the shortage of rural talents. First of all, the strength of the science and technology support team is insufficient. For a long time, farmers' demand for scientific and technological knowledge, market information, and crop plant protection services has been very strong [5]. However, since the revocation of the people's commune and the implementation of the household contract responsibility system, the original support mechanism has ceased to exist, and the new service mechanism with the municipal agricultural technology promotion center and the township agricultural technology extension station as the main

body, some staff members the enthusiasm is not high, the ability to perform duties is not strong, the work effect is limited, and it is difficult to obtain the trust of farmers. The existing rural talent development policy system mainly relies on expert training within the system, and does not include rural practical talents into the scope of talent management [6]. Decentralization of rural personnel, a wide variety of agricultural technologies, and clutter in the industry, the existing training content and training methods are decoupled from the actual needs of farmers.

## **5. How to cultivate agricultural professionals for rural revitalization**

### **5.1 Optimize the conditions for the introduction of agricultural talents**

Strengthen the development of rural poverty alleviation industries, create more talent employment opportunities, formulate reasonable and perfect talent incentive mechanisms, improve the salary and treatment of talents, and give foreign talents a “reassuring heart” to enable more outstanding talents to be willing to deepen their rural development. Revitalize and develop rural areas; strengthen public infrastructure such as communication and transportation, gradually reduce rural economic and cultural gaps, change rural backwardness, guide foreign talents to identify and accept villages; implement cross-cultural talent introduction strategies, such as introducing agricultural and sideline products marketing talents non-entrepreneurial talents such as eco-agricultural technical talents, in order to promote agricultural supply-side reform, build a new era of beautiful rural areas to accumulate human resources, and integrate the process of talent cultivation with macro-strategic goals, thereby enhancing talent pools and building beautiful villages [6].

### **5.2 Establish and improve the rural talent mechanism**

Government departments should set up corresponding talent management institutions to change their thinking styles, from the previous attraction of talents to the introduction of talents, reuse of talents, retention of talents and development of talents, so that talents can give full play to their advantages; we must constantly improve the talent mechanism and strengthen the planning of talent team building, strengthening the training of talent basic knowledge and work ability, we must carry out detailed guidance one-on-one to make it more harmonious with the organizational structure; we must establish a rural talent meeting system, and hold work meetings from time to time. The problem is analyzed in a timely manner, and specific solutions are proposed [7]. Rationalized suggestions and opinions are proposed for the specific division of work. Rural talent development and training should be added to the economic and social development plan, and the construction of rural talents should be promoted and the strategy of strong farmers should be actively promoted [6].

### **5.3 Strengthening the construction of rural agricultural talents**

#### **5.3.1 Cultivate new professional farmers.**

Focusing on solving the problem of “who will plant the land and how to plant the land”, adapt to the general law of large-scale and intensive development of modern agriculture, improve the quality of farmers' production and management, and actively cultivate new-type professional farmers who love agriculture, understand technology, and operate well. Exploring the establishment of new professional farmers' cultivation management institutions, training units, training bases, and field schools, and accelerating the establishment of a multi-disciplinary cultivation mechanism in which the agricultural administrative departments are responsible for various parties and participate in various competitions [7]. Support farmers, cooperatives, professional and technical associations, leading enterprises and other entities to undertake training tasks.

#### **5.3.2 Strengthen the cultivation of practical talents in rural areas.**

Implement rural skills training programs and conduct general training for rural labor through field classrooms and online classrooms. Relying on the platform of the Agricultural Science University, the “Zhuanghu College”, and the Farmers' Training Institute, the outstanding village party branch

secretary and the wealthy expert will be introduced to improve the training and practicality. Develop a group of agricultural professional managers and brokers. We will thoroughly implement 20 measures for the promotion of grassroots agricultural technology talents, and play a good role in the agricultural expert advisory group, the modern agricultural industrial technology system innovation team and the rural professional technology association [8].

### **5.3.3 Strengthening the construction of professional talents.**

In line with the demand for talents in the agricultural sector, in accordance with the “Leading Talents + Innovation Team + Quality Projects (Advantageous Subjects)” model, the “Special Events, One Person and One Policy” will be implemented to introduce top talent teams to the world. Relying on the national “Thousand Talents Program” foreign special projects and the provincial “external special double-plan” and other platforms, the introduction of high-end foreign experts in the field of modern agriculture will be intensified [8]. Continue to implement the science and technology commissioner system. Study and formulate incentives to attract talents from both inside and outside the province to the county, and carry out work on the selection of science and technology deputy posts to guide cities and counties to explore and select the work of science and technology deputy mayors.

## **6. Summary**

Talents are prosperous. With talent, the country will be rich. As a basis for rural revitalization, agricultural professional talents must not only cultivate the self-development ability of farmers, but also the rural talent working mechanism should be continuously innovated. As long as the modern talent resources needed in agriculture and rural areas are brought together, rural revitalization is just around the corner.

## **References**

- [1] N.B. Li, Research on the Strategic Path of Advancing Talents and Strengthening Agriculture under the Background of Rural Revitalization, *Agricultural Economy*, vol.10, pp.95-97, 2018.
- [2] Zh.S. Wang, Promoting Agricultural Modernization and Promoting Rural Economic Development, *New Countryside (Heilongjiang)*, vol.10, pp.101-104, 2014.
- [3] Q.L. Guo, Vigorously cultivate new professional farmers to provide talent support for modern agricultural development, *Farmers science and technology training*, vol.3, pp.47-50, 2018.
- [4] Q.H. Wu, Training new professional farmers to provide talent support for modern agricultural development, *Friends of farmers to get rich*, vol.6, pp.58-61, 2013.
- [5] L.J. Li, Speeding up the cultivation of new professional farmers, *Modern Rural Science and Technology*, vol.19, pp.77-79, 2014.
- [6] H.F.Qi, Research on the Cultivation Strategy of New Professional Farmers, *Agricultural Economy*, vol.9, pp.45-48, 2016.
- [7] P.Q. Li. The key to China's agricultural modernization is the modernization of farmers' quality, *Journal of Huaqiao University*, vol.6, pp.55-58, 2017.
- [8] X.L. Zhao. Strategic Conception of Talent Development under Rural Revitalization, *Jiangnan Forum*, vol.4, pp.21-24, 2018.