

Construction of Rural Talent Team under the Background of Rural Revitalization Strategy

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Abstract: Rural economic development has always been the central Committee attaches great importance to the issue, the rural revitalization strategy, for rural development has brought opportunities, but also for rural development direction. Under the opportunities in the new era, rural development should firmly seize the opportunity, full of energy to better promote rural development. This paper studies the construction of rural talent team under the background of rural revitalization strategy, analyzes the importance of strengthening the construction of rural talent team and the current difficulties faced by the construction of rural talent team, and finally puts forward relevant suggestions for the current difficulties faced by the construction of rural talent team.

1. Introduction

Along with the historic achievements in poverty alleviation, we have also launched a comprehensive rural revitalization plan, which has laid a reliable foundation for the modernization of agriculture and rural areas. The implementation of the rural revitalization strategy has further consolidated the achievements in poverty alleviation. Although the rapid development of industrialization and urbanization has pushed rural population outflow, industrialization and urban construction and development have formed a large number of intensive labor markets, attracting rural labor to the cities, so efforts should be made to narrow the development gap between urban and rural areas, attracting more rural population back. In recent years, some new industries and new forms of business have been transferred to rural areas, and the construction of rural areas also needs the support of various outstanding talents, which requires more practical talents to devote themselves to the construction and development of rural areas. Local governments are also actively exploring to promote the development of local rural economy. We will strengthen the construction of practical personnel in rural areas and further promote the implementation of the rural revitalization strategy. Compared with urban areas, the overall environment in rural areas needs to be further improved, and the overall quality of grassroots organizations also needs to be improved. There are still problems such as the lack of technical talents in rural areas, the imperfect management system of talent training and the inadequate publicity of policies, so we should pay attention to strengthening the construction of rural talent team. In the face of the outflow of rural talent resources, we need to combine multiple subjects, strive to build a team of practical talent that can be used and retained, promote the transformation and upgrading of rural industries, improve rural public services, create a good environment for the construction of talent, so that more young

people with aspirations can join in rural construction, and jointly realize the grand goal of rural revitalization[1].

2. The Importance of Strengthening the Construction of Rural Talents

2.1. The Construction of Rural Talents is A Strong Support for the Implementation of Rural Revitalization

We must give priority to the development of agriculture and rural areas and ensure that farmers play the principal role in rural revitalization. The following 9 factors can be considered, as shown in Figure 1. This requires that we give full play to the principal role of farmers in rural revitalization and give full play to their enthusiasm, initiative and creativity. In the face of the outflow of rural young and middle-aged labor force, rural areas lack of technical and comprehensive talents, whether it is medical, education, agriculture and other talents need to continue to input, so the country also encourages more college students to serve at the grassroots level, which also shows the lack of practical talents in rural areas, at the same time, local governments at all levels should pay attention to the training of local talents. We need to implement policies to attract talents, build and improve platforms for training talents, and attract more talents to return and stay in rural areas to provide solid human resources for rural development. We will continue to integrate urban and rural development, speed up the improvement of rural living environments, and strive to realize the dream of a beautiful and prosperous countryside. Governments at all levels should combine the local characteristics and explore the path suitable for local economic development, adhere to the harmonious development of man and nature, practically proceed from the interests of farmers, and effectively guarantee the development of rural basic education, so that more college students are willing to stay in their hometown and can actually contribute their own strength to the development of their hometown.

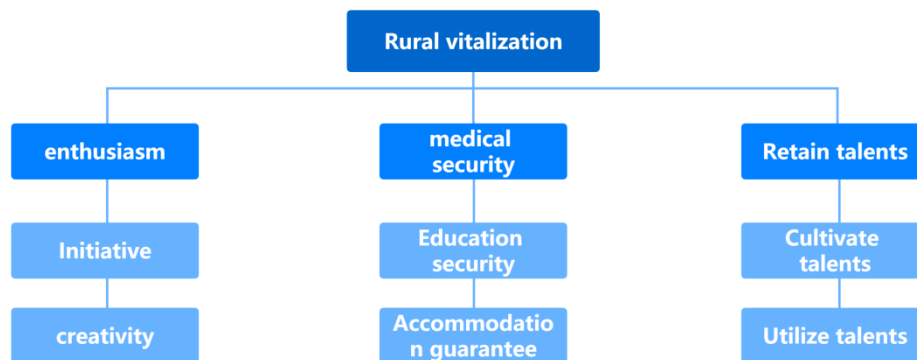


Figure 1: Key elements of rural revitalization.

2.2. Strengthening Rural Personnel is An Important Part of Reducing Urban and Rural Development

The construction of rural talents is a powerful force to promote the modernization of rural agriculture, and the realization of agricultural modernization and scientific and technological development cannot be achieved without the support of talents. It is necessary to change the traditional mode of agricultural operation, promote the realization of high-quality development of agriculture [1], promote the construction of agricultural talents, increase the yield and income of farmers' crops, and lead farmers to the road of increasing income and becoming rich. The output of

rural human capital leads to a large gap between urban and rural development. In order to realize the modernization of rural agriculture, it is necessary to speed up the construction of rural professional personnel team and build a rural personnel team with modern science and technology. With the development of society getting better and better, more families in rural areas have realized the importance of their children receiving higher education. High-quality teaching resources and teachers in cities have attracted more rural children to move to cities. The progress of The Times also promotes the progress of people's thoughts. At the same time, children from rural areas stay in the city because of the lack of better development opportunities in rural areas, which is also a reason for the brain drain in rural areas, which will also affect the later development of rural areas, so it is necessary to attract the return of rural talents and retain local talents.

2.3. Construction of Talented Personnel to Promote the Development of Rural Education

In the 14th Five-Year Plan, China will realize the modernization of education by 2035. As an important part of China's education, rural education cannot be ignored if we want to realize the modernization of national education. The following aspects can be considered, as shown in Figure 2.

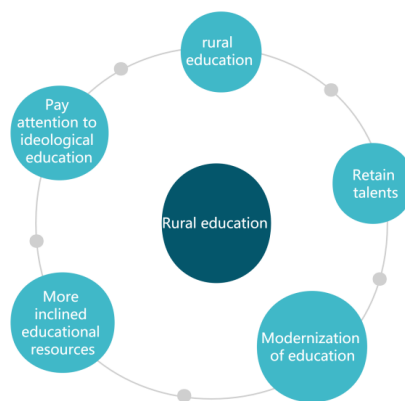


Figure 2: Strategies for improving rural education.

3. Difficulties Facing the Construction of Rural Talent Team

The construction of rural talent team is a long-term task, which affects the development direction of most people in China. This paper will discuss it from three aspects, as shown in Figure 3.

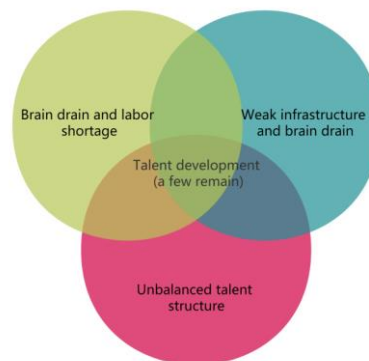


Figure 3: Precautions for talent development.

3.1. A Large Number of Brain Drain and Lack of Internal Impetus

Farming and animal husbandry play a dominant role in rural industries. In recent years, in order to support more college students to start their own businesses and alleviate employment pressure, Premier Li Keqiang put forward the call of "mass entrepreneurship and innovation", and the state and governments at all levels have issued many preferential policies for college students to start their own businesses. Although employment is difficult, compared with rural areas, cities offer more job opportunities, so more young people are willing to stay in the cities for development, which leads to more young people from rural areas staying in the cities for development, and some of them buy houses and settle down in the cities. The remaining people in rural areas are those with low education level and older people, and some left-behind children. The main force of labor force is gradually flowing to cities. This also affects the selection of grass-roots cadres and the management of grass-roots masses. The development of rural industry is relatively simple, the outflow of labor force, and the abandonment of a large amount of land, all of these factors lead to the lack of endogenous power in rural areas. At the same time, it also affects the realization of the goal of the rural revitalization strategy. Many grassroots cadres generally have low educational background. Although there are college students serving as village officials, the grassroots cadres in most rural areas still have low educational level, and the age structure among village cadres is unbalanced. With the rapid development of the Internet era, more fields need to be applied to computer technology, due to the low level of literacy of some village cadres, the application of computer office skills are poor, and even some cadres do not use it, which affects the grassroots work efficiency to a certain extent[2-4].

3.2. Weak Infrastructure, Unable to Retain Talent

The development gap between urban and rural areas is gradually too large, resulting in more labor force flowing into cities, which is greatly influenced by natural factors, and farmers' profitability is low and their income is less. Compared with rural areas, urban industries are more diversified and there are more job opportunities, and the income from working in urban areas is more considerable. Moreover, rural areas have backward infrastructure and are inferior to urban areas in education, medical treatment and living conditions [2]. Urban areas can provide advanced education for migrant workers' children, while rural areas have poor medical conditions and can only treat common diseases. If you have to go to a big city in case of a serious disease, you can get medical treatment[5]. The imperfect passenger transport market in rural areas also allows private cars to illegally engage in passenger transport business. Driven by economic interests, private cars often overdrive. All these are hidden dangers caused by the imperfect public service system in rural areas. With the aggravation of aging phenomenon in our country, the public service needs of the urban elderly to be paid attention to, at the same time, should also promote the public service of the rural elderly groups, all kinds of entertainment facilities and lively life are very attractive for young people, which is not completely realized in rural areas[6].

3.3. The Structure of Rural Talents is Unbalanced

At present, the countryside is hollowing out on the whole, and the young and middle-aged labor force is flowing out. Most rural people are women and children, and the quality of talents is not high on the whole, and there is a phenomenon of structural imbalance. From the perspective of talent types, grass-roots organization and management personnel account for a large proportion, while agricultural technical personnel structure accounts for a low proportion. The young people who have dropped out of school at the stage of higher education or compulsory education are

generally willing to stay in the city for development, rather than engage in rural production and operation. In agricultural operation, women account for a relatively high proportion, because most of the male labor force goes out for work, while women stay at home to take care of the elderly and children, so most of the land is abandoned and only a small amount of land is operated. Farmers engaged in agricultural production are still mainly general planting, animal husbandry as a supplement, but engaged in large-scale agricultural production and diversified agricultural production of farmers are very few, this structural imbalance of rural talents, directly hinder the sustainable development of rural social economy.

The development of the Internet era has also changed farmers' ideas, and people are constantly accepting new things, gradually becoming open in their thoughts, and constantly changing the traditional farming methods. However, agricultural modernization cannot be achieved without the support of science and technology, which requires more professional guidance. However, the rural development conditions are relatively weak. The lack of technical talents in rural areas is caused by imperfect infrastructure, difficult living conditions, fewer development opportunities, low emphasis on talents by local governments at all levels, insufficient investment in talent training, and low capacity of public services in rural areas.

4. Explore the Path of Rural Talent Construction

4.1. The Government will Increase Policy Support for Rural Industries to Attract Talents

In the face of the problem of brain drain in rural areas, it is necessary to create a good environment for talent introduction, build a platform for talents, attract talents to stay in the countryside for development, actively train local talents, strengthen the local talent team, inject young vitality into rural development, "make the best use of talents, make the best use of resources" to make full use of local advantages, rural construction should highlight the dominant position of farmers, guide the injection of social forces, Forming internal driving force. Relevant strategies are shown in Figure 4. Targeted support for leading industries, play a leading role in the demonstration, basic Party organizations to play a leading role, for basic Party organizations to attract outstanding talents, focus on training young, potential, technical talents, through the old to lead the new, efforts to build an excellent grass-roots Party organization, hire professional personnel to investigate the area, make full use of local resources advantage.

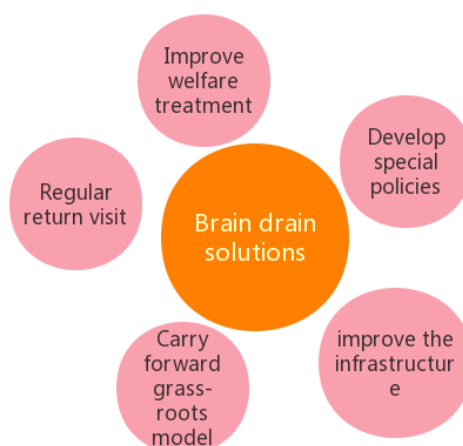


Figure 4: Brain drain solutions.

The government should give policy support to the industries that enter the villages, and the enterprises should actively respond to the advocacy of the state. The government should also provide opportunities for people with ability to give full play to their talents. Farmers, as the main part of the countryside, should also be full of energy and strive to seize opportunities, which will not only make contributions to their hometown, but also improve their living standards. In addition, in the face of local talents, the government should actively create an opportunity platform, give certain incentive measures, so that more talents are willing to stay in their hometown, pay attention to talent training methods and management, the government and grassroots party organizations should also increase the rural construction and rural talent policy publicity, so that more young people who are willing to stay in rural development fully understand the policy. Also let the villagers fully understand the significance of building this talent team.

4.2. Strengthening Rural Infrastructure

With the gradual acceleration of social modernization, the national policy support for rural areas, most of the rural infrastructure construction has been improved to a certain extent, but there is still a certain gap with the modernization of beautiful rural construction. Speeding up the construction of rural infrastructure, improving the infrastructure in rural areas and improving the level of public service system will not only help attract the return of rural talents, but also promote rural development and accelerate the process of promoting the construction of beautiful countryside. As the saying goes, "If you want to get rich, build roads first." If you want to realize rural revitalization, you must first build roads in rural areas. In recent years, with the support of national policies, rural roads have been hardened and rural roads have been basically accessible to every village. The improvement of rural roads has brought great convenience to people's travel to a large extent, and also improved the life style of villagers. The construction and improvement of rural infrastructure not only improves rural living environment, but also provides basic support for the rural revitalization strategy.

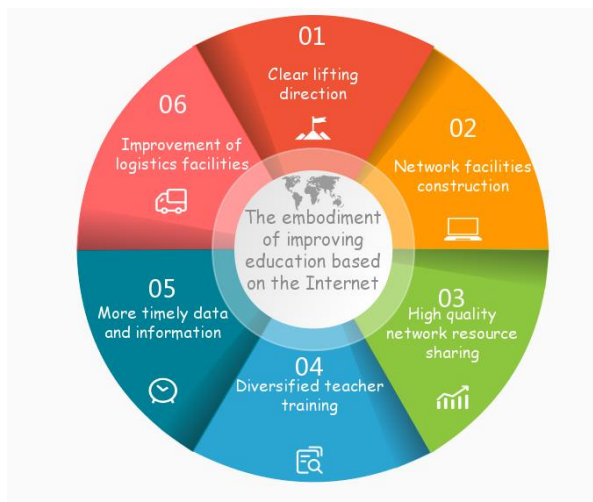


Figure 5: Benefits of the internet for rural education.

The key to revitalizing rural talents is to retain them. To retain rural talents, we need to strengthen rural infrastructure construction, promote the revitalization of rural talents, give top priority to human capital development, increase policy support to attract talents to stay in villages, cultivate rural household management entities in the new era, and give hope to more young people who are willing to stay and return to their hometowns. It will also improve the rural population structure. In recent years, with the rapid development of e-commerce platforms and logistics

industry, not only benefit people in cities, people in rural areas are also exposed to more new things, to speed up the construction of rural e-commerce platforms, regulate rural logistics distribution points, the development of the Internet era has also changed the traditional way of agricultural products sales, Improving the construction of network communication infrastructure in rural areas is conducive to the development of rural areas, and striving to realize the "last kilometer" of transportation and logistics in rural areas. The improvement of rural network facilities also provides conditions for the sale of agricultural products [3, 7]. With the help of the Internet era, education in remote areas has been greatly improved, as shown in the following aspects, as shown in Figure 5.

4.3. We will Strengthen Training of Farmers in Agricultural Technology and Increase the Proportion of Practical Rural Personnel

Talent is the key to rural revitalization. As the main body of rural areas, we should vigorously develop rural education, raise the level of compulsory education in rural areas, increase the number of years and the level of education of the rural population, improve the overall quality of grass-roots cadres, and build a contingent of rural talents with high educational levels. We will strengthen training for a new type of professional farmers, revitalize rural personnel, and promote the modernization of agriculture and rural areas. With the development of the Internet era, the e-commerce industry and logistics industry have also entered the rural areas, but the rural areas lack of professionals in e-commerce, and the online shopping consumers in most rural areas are mainly young people. The country's construction of rural informatization has also improved the network coverage in rural areas, and farmers' awareness of the Internet is also constantly improving. And improved Internet coverage in rural areas is attracting more young and middle-aged people back home[8].

In recent years, online live streaming has become a new way of marketing. However, most farmers are not well educated and do not understand the knowledge of e-commerce and logistics, which seriously hinders the development of rural e-commerce [9]. Therefore, governments at all levels should not only train farmers in agricultural knowledge, but also pay attention to the cultivation of rural e-commerce talents, establish good talent cultivation and management methods, attract college students with relevant professional knowledge to return to their hometown, and build an organized team of practical rural talents through government support and giving play to farmers' initiative. We will encourage local governments to set up farmers' cooperatives, and on this basis let professional personnel conduct education and training for farmers. We will work with local vocational colleges to provide targeted knowledge training for farmers. On the basis of improving network communication infrastructure, make full use of online resources, organize farmers to learn agricultural knowledge, strengthen farmers' agricultural knowledge through network training, the government can strengthen the cooperation with agricultural technology companies, hire professional personnel to provide technical guidance to farmers. Strengthen the cultivation of new agricultural business entities, make rural labor resources keep pace with the pace of agricultural and rural modernization, and help realize rural revitalization [7, 10].

5. Conclusions

The proposal of the rural revitalization strategy further brings more opportunities for the development of rural areas. Although there are many deficiencies in rural areas, generally speaking, now the countryside is gradually getting better and better. Under the background of the new era and new opportunities, rural areas should seize the opportunity, strengthen the construction of rural infrastructure and strive to build rural talent team. Rural revitalization depends not only on the infusion of government policies, but also on the support of enterprises and the autonomy of farmers,

so as to build a richer and better countryside.

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