

# *Research on the Demand and Training Path Mechanism of Talents for Rural Revitalization in Ankang*

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**Abstract:** Talents play a pivotal role in rural revitalization. In the new era, the development of Ankang City prioritizes the advancement of rural human resources. It organizes and implements a city-wide plan to rejuvenate rural talents. The city firmly seizes the "gateway" to rural revitalization by grasping the four essential elements of "retaining, utilizing, attracting, and educating" in development. It vigorously fosters and trains local talents while rejuvenating the foundational talent pool. Additionally, it intensifies efforts to actively attract foreign talents and expand the growth of talent capital. The city establishes and enhances mechanisms for talent attraction and employment, all with the aim of retaining and nurturing talents. It adopts multiple measures to support the sustainable growth of agriculture and rural areas.

## **1. Preface**

The proposal of the rural revitalization strategy originated from the 19th National Congress of the Communist Party of China and has gradually become a key focus of social attention since its proposal. After several years of significant development achievements in rural revitalization, the development of rural talents is a key force. Rural talents not only fill the talent gap in rural development, but also have important guiding significance for the prospects of rural revitalization. Therefore, to ensure the rapid implementation of the rural revitalization strategy, it is necessary to create a team of high-quality and high-level talents who know and love agriculture, make them the leaders of rural revitalization, promote the rapid development of rural revitalization, and continuously enrich and develop the content research of the rural revitalization strategy.

## **2. Overview of talent revitalization in rural revitalization**

To revitalize rural areas, talent must be revitalized. Talent revitalization is the key point of rural revitalization and development. Only by allowing more talents to enter and focus on the countryside can the quantity, structure, and quality of talents in rural development meet the needs of rural revitalization. The revitalization of talents in rural revitalization requires efforts to make more talents willing to come to the countryside, retain talents, and make talents shine and excel in various fields. In rural development, both economic and technological aspects of agriculture and rural development need to be improved. The purpose of talent revitalization is to integrate high-tech, high knowledge, and the quality of workers, further improving the overall quality of talents in rural areas, and

ultimately achieving the goal of strengthening agriculture and rural areas. The national hero of the Ming Dynasty, Yu Qian, once said, "The flowing water is everywhere, and the east wind, flowers, and willows are constantly new." [1] In the process of rural revitalization, talent revitalization is equivalent to a continuous injection of living water. Only through continuous development and innovation can talent truly achieve rural revitalization. With the impetus of talent revitalization, we aim to drive the revitalization of rural areas and advance the comprehensive development of rural regions. This initiative seeks to foster mutual advancement across various sectors, including agriculture and rural areas. Our objective is to embark on a new journey in the second century of our struggle, accelerating and enhancing our efforts, and uniting the Chinese people on the path of rejuvenation.

In the current development of rural revitalization, it is first necessary to clarify that the revitalization in rural revitalization is not the revitalization of a few people, but the revitalization of all people. It is not the plastic surgery of some people in the city, but the comprehensive revitalization. [2] Looking at the current situation, it is not difficult to see that there is a certain distance in the field of talent revitalization in rural revitalization. For example, there is still a significant gap in the development of industrial revitalization in rural revitalization. The reason for this is that the cultural level of people in rural areas is generally not high, and the concept and understanding of rural revitalization are not sufficient, and there is a lack of revitalization awareness and overall situation awareness. Second, most people in rural areas lack professional skills and technology. They do not understand industrial professional technology development, industrial management, capital integration and other aspects. They are not clear about industrial development goals. Most people in rural areas are engaged in manual labor. In addition to farming, there are fewer people engaged in other industries, especially other secondary and Tertiary sector of the economy. However, the rural development in the new era should integrate into other industries according to the actual situation, form an agricultural complex based on modern science and technology, realize the mutual integration of the primary, secondary and Tertiary sector of the economy, and deeply integrate and extend the industrial chain. Vigorously developing rural industries can directly increase the income channels of rural people and enable them to achieve employment at home. The development of industries cannot do without high-tech and scientific management methods, which requires production and management talents in the development process of rural industries. For rural people, talent revitalization should be the starting point to achieve personal value and pursuit. [3]

### **3. The significance of talents in rural revitalization**

The revitalization of talents in rural revitalization is of great significance. As we all know, in the development of things, the role of human capital is far greater than that of Physical capital, and rural revitalization is no exception. In rural revitalization, it is not natural resources, terrain, and space that play a decisive role in rural revitalization and development, but talent. The quality level and professional skills of talents directly determine the effectiveness and benefits of development. Human beings, as the most prominent factor in productivity, are the most powerful guarantee for achieving rural revitalization. It is also an important lever to ensure industrial prosperity, rural civilization, ecological livability, effective governance, and a prosperous life.

#### **3.1. Industry and talent**

Talent development is the "leader" leading the prosperity of industries. The rapid development of rural areas depends on the rapid development of industries. Only by truly achieving industrial revitalization can we promote the comprehensive development of rural revitalization and achieve the comprehensive upgrading of agriculture and rural production. For the industrial revitalization in the

process of rural revitalization, if it wants to comprehensively promote it, it needs to introduce more talents, technology and capital to rural areas, break the original agricultural production and operation model, carry out the reform and upgrading of the new agricultural production model, use modern technical means, establish modern agricultural industrial parks and product advantage areas, realize the scale of planting, and promote the transformation of agricultural planting to the direction of "Internet plus agriculture", Promote the integrated development of primary, secondary, and tertiary industries in agricultural production. The operation of these new industrial models requires relying on talent, finding a group of comprehensive talents who love agriculture, rural areas, and management, and creating a professional comprehensive talent team.

### **3.2. Rural style and talents**

In the new era of rural revitalization and development, the construction of rural civilization is the key. Rural civilization construction refers to the integration and development of culture, production, life, ecology, and other aspects. Rural civilization construction is the soul of rural development. Only good rural civilization construction can strengthen the cultural construction and development of rural areas, unite people's hearts, and jointly build a beautiful home. The construction of rural civilization is an organic whole that integrates multiple elements, making it a complex and massive systematic project that cannot be achieved overnight. It can only be achieved step by step and over time. The construction of rural civilization in the new era of rural revitalization requires precise measures to jointly strengthen the public cultural construction in rural areas, create the cornerstone of rural civilization, promote traditional cultural traditions in rural areas, clarify the source of rural civilization, strive to optimize and improve the rural service system, and create a well-established civilized rural culture system. Talents play a leading role in the construction of rural civilization, setting an example, and advocating for the villagers to respect the elderly, love the children, and be kind to others, honest, trustworthy, and law-abiding. They lead the villagers to form correct concepts of honor and disgrace and values, and improve their sense of responsibility and overall situation. At the same time, we will deeply explore agricultural culture with the villagers, learn the excellent ideas and humanistic sentiments contained in it, in order to educate the masses and purify folk customs.

### **3.3. Governance and talent**

Rural governance is a means in rural revitalization, and talent and governance are inseparable. The revitalization of talent can effectively drive the revitalization and development of rural governance. Rural governance is the fundamental link of rural revitalization. At present, rural development is constantly progressing with the development of the economy and society. Under the influence of various aspects, farmers' production, lifestyle, and work demands are also undergoing significant changes. Meeting the current demands of farmers, boosting their enthusiasm for rural development, and effectively addressing internal conflicts in rural areas are crucial objectives in contemporary rural governance during this new era. Effective governance requires the adoption of diversified governance methods and a dual approach in the process of governance, in order to achieve significant governance results. It is necessary to ensure the sustainability of the governance process while effectively ensuring the low cost of governance measures, which are also recognized and recognized by the majority of villagers. This requires the establishment of a more comprehensive modern rural governance system, under the leadership of the state, with government responsibility, social coordination, public participation, and joint efforts from all three parties, to achieve the effectiveness of rural governance. The most important foundation for achieving effective governance cannot be achieved without the participation and participation of rural talents. Only by introducing a group of talented individuals who are capable, knowledgeable, capable, and have a good style of work can we

promote effective governance in rural development.

#### **4. Talent support under rural revitalization in Ankang**

In recent years, Ankang City has vigorously promoted the rural revitalization project. In terms of talent revitalization, it has taken the ten major projects as the starting point to make efforts in professional talent training, urban talent going to the countryside, local talent resource return and other aspects. By attracting various talents to contribute their expertise to the rural revitalization project, we can provide significant talent support for comprehensively promoting rural revitalization.

In terms of professional talent training, we will organize rural doctors and teachers to carry out training, vigorously promote talent training in rural cultural tourism and other rural grassroots talent training projects. The educational institution or relevant authority should organize six sessions of teachers to participate in training tasks in other provinces. Additionally, it should select grassroots health professionals to engage in further education and learning within municipal and county-level medical and health units. In addition, in terms of rural culture, we adhere to the development of rural cultural tourism industry as the starting point, and organize the training of cultural tourism talents. In the development of rural industries, we will closely follow the theme of rural revitalization and hold training activities on the skills of rural governance talents. At the same time, we will combine with universities to utilize their advantageous resources to train grassroots talents.

In terms of science and technology, we actively promote the implementation of the "Double Thousand" policy in rural areas, select city and county level experts to go to the grassroots frontline for assistance projects, provide targeted guidance services, assist grassroots industries, achieve clustered innovation and breakthroughs in key technologies, assist rural industries in industrial optimization, cultivate urgently needed talents for rural industrial development, and provide strong support for the innovative development of grassroots industries. For example, tea expert Wang Yan has been focusing on researching seed selection, breeding, and promotion for many years, focusing on industrial cultivation and development, driving the rapid development of the tea industry, promoting local farmers' employment nearby, and increasing economic benefits for the local area by nearly 100 million yuan. At the same time, we will implement the project of bringing scientific and technological talents to the countryside and assisting agriculture, select signed technical personnel to provide scientific and technological services to promote the structural transformation and upgrading of rural leading industries, assist in rural revitalization and development, provide scientific and technological services, and help solve production and technical problems in industrial development.

In terms of revitalizing local resources, a local talent information resource database based on counties has been established to classify and select talents, and every effort has been made to explore the talents of Tian Xiucui and local experts in rural areas, promoting the brilliance of local local talents in the local area. At present, there are 69000 local talents who have entered information in Ankang City, including business talents, production talents and skilled talents, so as to facilitate the accurate implementation and utilization in the future. The relevant authorities or organizations should conduct high-quality farmer training courses to cultivate high-quality farmers for rural development. They should utilize e-commerce service platforms to carry out online and offline e-commerce training and cultivate e-commerce talents for rural development. These entities should also organize rural craftsman skill competitions, such as the "Selenium Tea Master" skill competition, to inherit the spirit and skills of craftsmen.

#### **5. Current situation of rural talents in Ankang City, Shaanxi Province**

In the development of Ankang City, the rural strategy is steadily promoted and implemented, and the construction team of rural talents is constantly expanding. A number of high-quality and high-

level skilled talents have joined the team of rural construction, and the prospect of rural revitalization is broad. However, by carefully observing the current development of rural revitalization strategies in Ankang region, one can still identify the shortcomings. In the current development process, Ankang, Shaanxi, still faces the problems of difficult to use materials, retain talents, cultivate talents, and attract talents. In rural areas, there is an obvious tendency for young labor to flow into cities. In some areas, there is still an empty nest and aging rural trend. Ankang, located in the southeast of Shaanxi Province, is rich in selenium resources. It is in the process of comprehensively promoting the development of rural revitalization. We also face the problem of insufficient available stock of talents, and there are also certain difficulties in the distribution of talent structure, which restricts the development of rural revitalization strategy in Ankang City.

First of all, the total amount of human resources in rural areas is large, but the available human resources are insufficient, and the overall cultural quality of available human resources is low. By 2021, the permanent population of Ankang City is 3.02 million, of which the agricultural population is 2.51 million, accounting for 85% of the total population of the city. It can be seen that the stock of human resources in rural areas is sufficient. In addition, the overall quality of most human resources in rural areas is relatively low. Most farmers have not received formal and systematic agricultural technology training, do not have the technical ability to operate modern machinery and equipment, and lack technical and academic awareness in agricultural planting, resulting in many new products and varieties not being truly applied to agricultural planting, and agricultural planting technology achievements cannot be effectively transformed and utilized.

## **6. Ankang rural revitalization talent training path**

Rural revitalization is an important way for the current rejuvenation of the Chinese nation, and it is also the key to carrying out the work of agriculture, rural areas, and farmers in the new era. Since the 19th National Congress of the Communist Party of China, Ankang Municipal Government has always adhered to the implementation of a series of guidelines and policies of the State Council for rural revitalization, adhered to the combination of rural revitalization and the work of agriculture, rural areas and farmers, and regarded the work of agriculture, rural areas and farmers as an important way of development, combined with the advantages of local selenium rich resources, coordinated the high-quality and high-level development of agriculture and rural areas, promoted the extension of the crop industry chain, and increased the promotion of the deep integration of primary, secondary and tertiary industries. The achievement of these goals cannot be achieved without the support and cooperation of talents. Therefore, the following planning is made.

### **6.1. Vigorously revitalize the stock of local human resources**

The key to rural revitalization lies in people, and in the process of talent application, local talents are the key. Local talents are born in rural areas, grow up in the fields, and have a deep emotional attachment to the land under their feet. Therefore, the development of local talents is the main force for talent revitalization in rural revitalization. Firstly, in the process of talent development, it is necessary to focus on promoting the cultivation of local talents and vigorously activate the available local human resources. In the process of cultivating local talents, it is necessary to combine the actual needs of the local area, cultivate different talents according to different needs, and carry out refined and targeted training work. It requires each county government to shoulder its own sense of responsibility, effectively implement the main policy of agricultural and rural revitalization and development in the process of rural revitalization, actively organize and carry out the "Local Talents Strengthening Agriculture and Enriching Farmers" plan, conduct special research on demand before conducting training, understand what kind of talents and types of talents are needed in local actual

development, and comprehensively understand the current growth status of local talents, Understand the skills and weaknesses that local talents urgently need now. Accurately implement policies, make up for whatever talent needs, and provide personalized student delivery services. For example, a "personalized" assistance mechanism for rural talent assistance in rural revitalization can be carried out at the county level, and staff can be organized to conduct field visits and surveys to identify the streets and towns under the county's jurisdiction. Especially for some towns that encounter difficulties and blockages in development, key areas should be identified, and talent demand details in agricultural planting, industrial production, product innovation, and other aspects should be carefully sorted out. Secondly, cooperation with local vocational colleges can also be increased for integrated development of industry, academia, and research. Ankang is rich in vocational education resources. Leveraging these favorable resource conditions, city authorities at all levels should actively collaborate with vocational colleges to establish personalized rural talent training programs. This allows local talents to have opportunities to study in vocational colleges, gain exposure to advanced science and technology, and establish a closed-loop rural talent training mechanism within Ankang. The aim is to cultivate rural talents with distinctive local characteristics and offer targeted talent development courses for the benefit of local rural development.

## **6.2. Actively introduce foreign talents and enrich talent resources**

The development of rural revitalization is a great painting that requires the collective creation of various talents in order to ultimately gather a painting that satisfies the people. Therefore, in the process of talent revitalization, not only does it require strong support and training from local talents, but also various types of foreign talents need to be gathered through multiple channels and ways to inject new innovative points into the development of local rural revitalization, and introduce new vitality in order to truly promote the comprehensive development of rural revitalization. It is often said that "only by planting wutong trees can we attract the phoenix." Only when we are strong enough and perfect enough can we attract many talents. Therefore, in the development of agriculture and rural areas in Ankang region, it is necessary to increase infrastructure construction and investment in local rural areas. In terms of public services in rural areas, continuous improvement and optimization are necessary. The business environment in rural areas needs to be continuously strengthened and improved, and the medical and health construction in rural areas also needs to be continuously improved to make the rural area look new and enhance the environmental attractiveness of rural areas. Attracting personnel and research scholars who make a living abroad to see the promising prospects of rural development and be willing to engage in entrepreneurial development in Ankang. Secondly, it is necessary to improve the talent introduction mechanism. In the talent introduction mechanism, it is necessary to cover all aspects of rural migrant talents, address the concerns of talent development, and provide detailed regulations on talent allocation, housing, mobility, and entrepreneurial support. It is also necessary to improve the guarantee of talent treatment, environmental protection, and training and promotion. The government or relevant authorities should build a reliable platform for talent exchange and development. They should plan and establish a Ghetto of characteristic industries, aiming to consolidate various resource elements in the region. This initiative provides a broader development space for talent development. Simultaneously, it allows talents to experience the strong support of the government, ultimately enhancing the happiness and sense of belonging of talents in the process of life and entrepreneurship.

## **7. Conclusion**

In summary, it can be seen that the rural revitalization strategy is an important way to achieve the great rejuvenation of the Chinese nation. Therefore, rural revitalization is imperative, and rural

revitalization must rely on the revitalization of talents, who are both the guide and leader of rural revitalization. The revitalization of rural talents can not only drive the innovative development of rural industries, but also achieve the construction of rural civilization and effective rural governance, promote the construction of a modern rural agricultural system in Ankang area, and make agriculture and rural areas more modern and technological. The revitalization of rural talents is an essential assistance on the road of rural revitalization. To revitalize rural areas, talent must be revitalized.

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