Research on the Strategy of Cultivating and Promoting “Double Creative” Farmers under the Strategy of Rural Revitalization

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Abstract: It is the key to promote the reform of agricultural supply side to integrate the rural dual-innovation into the strategy of rural revitalization. The implementation of rural double-venture mainly focuses on skills training, financial services, policy support and other aspects, so we need to implement financial innovation to improve financing efficiency; strengthen skills training to meet market demand; pay attention to policy support, save investment costs, etc., in order to promote the training effect of double-venture farmers and accelerate rural modernization. The pace of construction.

1. Introduction

The strategy of Rural Revitalization was put forward by the Nineteenth National Congress of the Party and written into the Party Constitution, which indicates that the countryside will enter into modernization. Rural revitalization is the goal of the work of agriculture, countryside and farmers in the new era. This goal is not achieved overnight. It requires the active involvement of the broad masses of excellent grass-roots Party members and the people in this strategy. Rural double-creation is based on “innovation and entrepreneurship”, optimizes the allocation of basic resources in rural areas, and enlarges the training of talents to promote the development of rural modernization. Dual-creation is an effective means of Rural Revitalization Strategy and an important grasp to get rid of poverty and become rich. It is of great significance for rural development to do a good job in rural double-creation work.

2. The Current Situation of the Cultivation of Innovation and Entrepreneurship of farmers

In the first China Rural Entrepreneurship and Innovation Forum, Han Changfu, Minister of Agriculture, said that by 2020, 10 million rural dual-venture talents will be cultivated to comprehensively promote a well-off society. Rural double-venture has a strong momentum at present, with diverse participants, extensive fields and rich manifestations. It is a powerful driving force for the structural reform of agricultural supply side. As a national implementation project, the rural dual-venture project has a broad space in the countryside. In addition, it has strong support, mature docking body, good infrastructure and many market opportunities, which provide favorable conditions for the development of rural dual-venture.

To make double-creation in the countryside bigger and stronger, we must develop the rural double innovation mode, establish the three development concepts of agricultural integration, market ambition and ecological green (Figure 1 rural double innovation form). Agricultural integration lies in resource concentration, market ambition lies in sales concentration, ecological greening lies in quality assurance, and the three are interrelated and interrelated. Mutual promotion. Specifically, agricultural integration is a modern agricultural form of combining leisure, entertainment and sightseeing, instead of a single agriculture, by building a “agriculture plus” tourism, culture, education and other multi-integrated mode, promoting the integration of rural primary, secondary and tertiary industries, and renewing the new vitality of traditional agriculture. Market club is to encourage enterprises and enterprises, enterprises and individual households, individual households and individual households to form win-win cooperative relations, build
cooperative system, joint-stock cooperative system and joint-stock system and other dual-venture alliances, and strive to break into the market and enhance regional agricultural product sales. Eco-green is based on the quality of green and environmental protection of agricultural products as a standard to build a new production ecological landscape. At the same time, we should be good at using Internet technology and information means, establish Internet thinking, vigorously promote agricultural informatization, relying on information technology to develop new industries, new formats and new models.

Figure 1: Double Innovation Patterns in Rural Areas

Rural double-creation is the new force of Rural Revitalization and the new momentum of agricultural and rural development. In recent years, the agricultural sector has played a leading role, focusing on policy, mechanism, main body of education, building models and building platforms, and has achieved certain results in promoting rural double-creation. A total of 1,096 rural double-venture parks and 41 modern agricultural parks have been established. More than 30,000 people have been organized to participate in the creative competition of rural double-venture projects, and more than 1 million rural double-venture personnel have been trained every year. Government departments should proceed from reality, adapt to the changes of the times, clear up obstacles for rural double-creation, create a good atmosphere, support in policy, talent, service and other aspects, and construct the coordination mechanism of government departments, so as to provide effective assistance for rural development and construction.

3. Problems Existing in the Cultivation of Double-Creation Farmers

3.1 The comprehensive quality of double-creation peasants is low

The low comprehensive quality of farmers is caused by many factors. The first factor is cultural factor. Because of family economy, family education and other factors, the cultural education of farmers is limited, and the level of secondary school is relatively concentrated, but the relatively small areas above secondary school culture are weaker than that of cities. The low educational level determines that double-creation farmers need professional training in order to be competent for new professions such as rural e-commerce. The second factor is occupational factor. double-creation peasants generally exist as individual households, and their business scale is limited. They mainly engage in farming, planting, catering and other occupations, which determines their competitiveness. The third factor is decentralized management.

The “double-creation” peasants lack the development of clustering and organization, the scale of operation is relatively scattered, it is difficult to form regional clusters and industrial chains, and the strong “group effect” is lacking. Fourth, policy interpretation. Some peasants have low educational level, lack of understanding and understanding of the dual-venture policy in rural areas, and it is difficult to form an effective dual-venture marketing mechanism, which to a certain extent limits the development of rural areas.

3.2 Farmers' Skills Training Need to be Upgraded

Although the four-level training network of villages, towns and cities has gradually formed under the deployment of the strategy of rural revitalization, due to the rural factors, the training of farmers'skills still needs to be improved. First, training resources are dispersed. In the training of peasants, many resources are needed, such as policies, funds, personnel and venues. However, due to the reasons that funds belong to financial departments, personnel belong to human resources
departments and policies belong to propaganda departments, it is difficult for all government departments to reach a unified understanding, lack of cooperation and coordination, and scattered training resources to form training. Joint efforts will inevitably affect the training effect. Secondly, the training mode is single. Skills training, as a necessary course for “double-creation” farmers, is the key to meet the strategy of rural revitalization. However, in practical training, theoretical training is more than practical training, and some teachers lack practical experience, which makes it difficult for farmers to improve their practical skills. Thirdly, the training assessment mechanism needs to be improved. In order to improve farmers' skills in an all-round way, it is very important to pay attention to training and assessment. However, in the skills assessment, the assessment criteria, assessment system and other aspects are not yet perfect, which to a certain extent affects the quality and effectiveness of training.

3.3 The mechanism of double-creation public service needs to be improved

The “Double Creative” service mechanism is still in its initial stage, such as the “Double Creative” training mechanism to be improved, and the “Double Creative” financial service farmers’ “Double Creative” public service system to be improved. double-creation peasants have certain advantages in micro-loans and tax reduction and exemption, but their safeguard methods and supervision mechanism need to be improved. Intermediary financial service institutions and intermediary training institutions are important promoters of the establishment of rural dual-venture projects, but because of their slow development, they affect the implementation of rural dual-venture projects. First of all, the existing “double-creation” service relies on the government's guidance and guidance, and there is no market-oriented and entrepreneurial mode of operation, which leads to the mismatch between the “double-creation” training service of farmers and the current development. Finally, the government should create an atmosphere for farmers’ “double-creation” training services. Under the existing conditions, the society still evaluates farmers’ “double-creation” behavior with a single success or failure criterion. In the process of formulating and promulgating policies, the relevant departments of our country are too pursuing the success rate of “double-creation”, which is not conducive to stimulating the enthusiasm of “double-creation” farmers.

3.4 Policy support is not in place

As a national key concern, the “Double Creation” project will have certain preferential policies and support. However, the policy of “double-creation” project supporting investigation has not been implemented in place. The main reasons are as follows: First, the propaganda is not in place. The support policy does not propagate according to the actual situation in the countryside. It only propagates in various major media and new media. There is a distance between the propaganda and farmers. It does not recognize the way of information collection and information processing of farmers, which makes it difficult for farmers to better apply the support policy. Second, the regulation is not in place. Some grass-roots cadres are not very active in policy propaganda and are lazy and inactive, which makes it difficult to implement the support policy. At the grass-roots level, there is still a lack of regulatory mechanism for supporting policies, which makes it difficult to identify the effectiveness and implementation of supporting policies. Third, the responsibility is not in place. Policy support needs a large number of grass-roots cadres to implement, inevitably there will be unclear responsibilities, inadequate responsibilities and other situations, affecting the implementation of support policies.

4. Strategies of cultivation and promotion of double-venture farmers under the township strategy

4.1 Strengthen Skills Training

In the strategy of township revitalization, we should take farmers as the body, formulate training plans for rural talents, select talents and develop special skills training. According to the rural
demand, we should build a demonstration training base for rural practical talents, train a number of practical and high-tech agricultural scientific and technological talents, strengthen the comprehensive quality of farmers, and make them the main force of modern agricultural development. On the one hand, rural organizations should build skills training centers, regularly organize farmers to carry out skills training and answer the actual problems encountered by farmers, to help farmers further improve on the original basis. Rural organizations should select outstanding farmers as representatives, formulate skills training plans, and implement theoretical and practical training, so as to strengthen farmers'practical skills. On the other hand, we should strengthen the cooperative relationship with schools and enterprises, establish professional cooperatives, build cooperative mechanism, bring some farmers or enterprises to school for learning, and strengthen farmers'practical skills in the form of cooperation.

4.2 Promoting Financial Innovation

Promoting the development of “double-venture” farmers through financial innovation and enhancing cash flow with financial assistance will help alleviate the financing difficulties. The main means of financial innovation (see figure 2): Firstly, the government promotes the implementation of financial innovation by major banks, which set up special counter for “double-venture” farmers and provide diversified financial services. At the same time, the introduction of financial guarantee services to provide protection for the “double-venture” farmers'financial risk. Secondly, we should integrate and improve the micro-loans, introduce them into the “double-venture” farmers'financial services, control their interest rates, and avoid the “double-venture” farmers bear heavier capital liabilities. Finally, in light of the actual situation in rural areas, we should promote the development of mutual assistance projects for farmers, leverage idle funds and promote rural development.

4.3 Constructing “Double Creation” Service Mechanism

First of all, we should proceed from reality, integrate all kinds of resources, build demonstration bases that meet the needs of “double-creation” farmers, and provide centralized sites and service mechanisms for rural “double-creation” projects. In June 2017, New Hope Group, with the help of the layout of the whole industrial chain of agriculture, animal husbandry and food industry and with “double creation” as the internal driving force, put forward the construction plan of “six in one, one heart and many gardens” as a double-creation demonstration base, and built a double-creation peasant training base, a practical training base and a double-creation demonstration park in Xiajin, Shandong Province, Liangshan, Sichuan Province, etc.” The model of “company + peasant household” leads 300,000 peasants to get rid of poverty and become rich. Secondly, we should guide rural cooperation and communication with financial departments, innovation funds and venture capital companies, build a platform for capital docking, and strengthen the management and supervision of “double-venture” projects. Finally, we should attach great importance to the publicity and promotion of “double-creation” leaders and excellent “double-creation” projects, expand the influence of “double-creation” farmers, attract more farmers to join the “double-creation” projects, stimulate the source of rural development, and lay a solid mass foundation for rural development.

4.4 Implementing Support Policy

Guided by the strategy of rural revitalization, we should increase the propaganda and promotion of the “double-creation” support policy, so that farmers can feel the power of preferential policies and policy support, and guide them to actively invest in the “double-creation” project. In order to implement the supporting policy in place, we should play the role of rural autonomous
organizations, open up all links, strengthen the identification of “double-creation” farmers' qualifications, and construct a regulatory mechanism, so as to enhance the policy influence. In order to ensure the effective promotion of policy support, it is necessary to confirm responsibility and division of labor, formulate service processes and operational norms, and make policy support open, procedural and supervisory, so as to create a good “double-creation” atmosphere and provide policy support for rural revitalization.

4.5 Developing Rural E-commerce

Developing rural e-commerce and leveraging agricultural products are effective means to get rid of poverty and become rich. The surplus of agricultural products and the transfer of rural labor force have always been an important factor hindering the rural revitalization. Developing rural e-commerce can break this limitation. First of all, we should pay attention to the cultivation of rural e-commerce talents. Talent is the first competitive power, and talent is the key to the survival and development of rural e-commerce. In order to create a new mechanism in line with e-commerce marketing, we should introduce the training mechanism of a large number of e-commerce enterprises, such as Jingdong E-commerce, Taobao and Suning, into the countryside to provide e-commerce service training platform for rural revitalization. Secondly, we should pay attention to the integration and management of rural products. It is necessary to construct the operation service mechanism of agricultural e-commerce based on Internet technology and form the logistics network of “service center-service station-service point” (Figure 3), so as to promote the development of rural e-commerce. Finally, we need to build e-commerce brand. Emphasizing market research, combining market demand, strengthening standardized production management of agricultural products, building rural e-commerce brand, promoting e-commerce development with brand, in order to increase income for “double-creation” farmers.

5. Conclusion

The strategy of township revitalization focuses on the countryside. The main body of the countryside is the peasants. In order to achieve a well-off life in an all-round way by 2020, we must attach importance to the cultivation of peasants. double-creation peasants are the result of rural double-creation. In practice, double-creation peasants still have a series of problems in policy support, training mechanism and service mechanism. For this reason, we should change the dual-creative thinking, based on practice, update the financial model, intensify professional training, give full play to the role of policy support, develop rural e-commerce, in order to ensure the quality of cultivation of dual-creative farmers.

References
