

## Research on the Improvement of the Quality of Rural Women in Tianjin

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**Abstract:** Women become the main force of rural economic and social development in vast majority rural areas. The quality situation of rural women has a direct impact on the development of rural economy and society and the smooth implementation of rural revitalization strategy. In order to do a good job in the improvement of the quality of rural women, the Tianjin Women's Federation and the relevant departments have implemented a series of plans and projects, which has made some achievements and experience, but also problems. With the questionnaire survey and interview investigation of the relevant management departments, training institutions, rural enterprises and rural women in Tianjin, this paper concluded the present situation of the education and training of rural women in Tianjin, found out the existing problems, and put forward some suggestions for measures to improve the quality of rural women in Tianjin.

### 1. Introduction

With the rapid development of economy and society, rural women have become the main force of rural construction and development, and more than half of the labor force directly engaged in agricultural production is female, and the trend of feminization among agricultural production population is becoming more and more obvious. Therefore, the quality situation of rural women has a direct impact on the development of rural economy and society and the smooth implementation of rural revitalization strategy.

### 2. The status quo of Tianjin's work on improving the quality of rural women

In order to do a good job in improving the quality of rural women, the Tianjin Women's Federation has carried out a series of projects and activities aiming at rural women, and has carried out educational training in various forms, which has greatly promoted the improvement of the quality of rural women. At present, the improvement of rural women's quality in Tianjin is more targeted, the effectiveness is high, rural women's ideological and moral, physical and mental health, cultural knowledge, technical ability and other aspects of the quality have been guaranteed and promoted, has been generally recognized by rural women, in promoting employment and income increase and other aspects have a significant effect. Through a visit to the investigation, we found that the work carried out by Tianjin in the improvement of women's quality has the following characteristics. First, colorful and diverse educational and training activities can greatly enhance the quality of rural women to improve the effect. For example, the Baodi District Women's Federation has increased the interest of rural women in learning cultural knowledge and skills through various activities, and the second is to find the entry point and carry out educational and training activities easily to achieve better results. For example, Baochi District Women's Federation used the "beautiful Tianjin One project", around the ecological demonstration area to build and develop the unique local natural resources, industrial restructuring and local advantages of industrial development, the use of the city Women's Federation to widely promote the "new agricultural School" opportunity to hold a variety of education and training, has received better results. Third,

rural top talent to rural women's employment, income improvement and overall quality improvement, can play a very good leading, exemplary role. Four is through the formulation and implementation of legislation and its supporting system, such as Tianjin in the country to spearhead the development of farmers ' education and training regulations, greatly ensure and promote the smooth implementation of rural women's quality improvement work. At the same time, the improvement of the quality of rural women in Tianjin shows that the improvement of the quality of rural women is a slow long-term work, should be implemented to the long-term management and work plan of all levels of government, can not be rushed, only constant efforts can achieve better results.

### **3. Problems in improving the quality of rural women in Tianjin**

#### **3.1 Rural women's knowledge base is poor, learning desire is low**

The poor foundation of rural women's cultural knowledge, the desire to raise the level of education and skills is generally low, which brings great difficulties and challenges to the work of improving the quality of rural women. The cultural knowledge base often determines the ability and interest of learning, rural women's willingness to train is generally not strong, coupled with the training of some trained personnel is still unable to find employment, seriously affecting the enthusiasm of rural women's education and training.

#### **3.2 Methods and means to improve the quality of rural women have yet to be studied and improved**

Through research, we find that the ways and means of imparting knowledge and skills to rural women are often too single or even in line with the cognitive characteristics and laws of the trainees, and the learning effect is not ideal. Other regions also have successful experience in ways and means, but lack of systematic summary, development and promotion.

#### **3.3 The direction and focus of improving the quality of rural women still need to be studied and discussed continuously**

As a result of the rapid development of rural economy and society and the continuous acceleration of the process of urbanization, especially with the implementation and continuous advancement of the rural revitalization strategy, the country's supporting policies continue to be introduced, and the quality of rural women has a higher demand.

#### **3.4 The basic conditions for the improvement of the quality of rural women also need to be strengthened**

Employment training for rural women in Tianjin there are some problems, such as the lag of teachers ' construction for rural women's employment training, the inability of teaching materials construction to meet the needs of rural women and rural economic and social development, the incomplete facilities of training institutions, the lack of training bases and the unreasonable layout of school sites.

#### **3.5 The organizational leadership system of rural women's Quality development and the mechanism of audit and supervision and inspection need to be further improved**

The establishment of education and training management institutions is more chaotic, some leaders pay too much attention to the completion of training quantity indicators, ignoring the improvement of training quality and effectiveness, the system audit of rural women's education and training in Tianjin, the validation of training plans, the evaluation of training institutions, the examination of teaching teachers, the supervision and inspection of training quality, the feedback of implementation process Lack of scientific and effective evaluation, guidance and supervision and inspection.

## **4. Suggestions on measures to improve the quality improvement of rural women in Tianjin**

### **4.1 Giving full play to the advantages of Tianjin's existing legal system**

Tianjin has pioneered the regulations on the management of farmers' education and training in the whole country, greatly ensuring and promoting the smooth implementation of farmers' quality improvement work, and should adhere to the innovation in the system. First, around the rural revitalization strategy to establish the quality improvement of rural women in Tianjin system; second, the establishment of the relevant departments to participate in the organizational management system, the formation of a work together working atmosphere, and third, the development of a scientific and standardized financial support system for the improvement of the quality of rural women to provide security.

### **4.2 Optimize management operation mechanism and strengthen process management**

First, construct the system of rural women's quality improvement of the audit, supervision, inspection guidance. Set up authoritative institutions (including third party institutions) to review, evaluate and supervise the training institutions and relevant institutions, establish the evaluation system of the effect of rural women's education and training, make pre-training arrangements, have evaluation in the training, have acceptance after training, and second, create a competitive mechanism for the improvement of the quality of rural women. The introduction of competition mechanism, training institutions, training courses, teaching materials construction and other merit-based selection, general knowledge and skills can not be limited to Tianjin scope of public bidding, government procurement, for the quality of rural women to enhance the participation of all parties to create a fair, just and open environment; Third, the construction of rural women's quality improvement of the information feedback system. With the support of modern information technology, the establishment of rural women's education and training resources sharing platform, rural women can promptly find suitable for their own needs of training courses, free access to government-provided training courses, at the same time, the establishment of a archives system, the training of rural women's information unified management, Enterprises can find rural women who meet the requirements directly from the information management system and address the employment needs of enterprises and the employment of rural women.

### **4.3 Cultivating and introducing top talent to promote the improvement of rural women's quality**

First, innovative talent cultivation model and selection mechanism, and create more local women top talent. Innovate the cultivation mode of rural professional talents, make full use of all kinds of higher education training resources at all levels, support the training of a group of agricultural professional managers, brokers, rural artisans, cultural people, non-genetic holders, etc.; change the previous top-down single talent delivery model, increase the training of grass-roots rural women's outstanding talents, To form a bottom-up and top-down two-way talent competition selection mechanism. Through various competitions, assessment, evaluation and other forms of selection of "Rural women entrepreneurship Enrichment leader", "rural women's technical skills", "rural women's moral model", and then through systematic training, gradually enriched to rural management and technical service positions, evaluation of management positions, skills level and professional titles, To create a good atmosphere for outstanding rural women to stand out, and second, to encourage all sectors of society to participate in rural construction and promote the continuous improvement of the quality of rural women. To establish an effective incentive mechanism to attract and support entrepreneurs, party and government cadres, experts and scholars, doctors and teachers, planners, architects, lawyers, skilled personnel, etc. through the countryside as volunteers, investment and development, Bao Village package projects, the practice of running schools, donated donations, legal services and other ways to lead and promote the quality of rural women.

#### **4.4 Accurately grasping the direction and key points of improving the quality of rural women**

The focus of improving the quality of rural women should include the following five aspects of work. First, vigorously cultivate new professional farmers, implement a new type of professional farmer cultivation Project, support new professional farmers to participate in middle and higher agricultural vocational education through flexible school system, innovate training mechanism, support farmers professional cooperatives, technical associations, leading enterprises and other subjects to undertake the task of training work; The second is to guide rural women who support their ability and willingness to participate in non-agricultural industry skills training, transfer to non-agricultural industries and promote the development of urbanization, and third, innovative talent cultivation model, to create more local talent. Make full use of the educational resources of institutions of higher learning and industry institutions, professional bodies, scientific research institutes, jointly train innovative talents, support the training of more female agricultural professional managers, female brokers, women rural artisans, female cultural talents, women non-genetic commitment, and so on, to promote the overall improvement of the quality of rural women; The four is to strengthen the national legal policy training for rural women cadres and the training of rural economic and social management ability; The five is to pay attention to the rural women's family moral cultivation, the cultivation and promotion of personal cultivation, and promote the continuous improvement of the civilized moral level of each family.

#### **4.5 Adopt flexible and diverse ways and means to enhance the relevance of quality improvement**

First, adopt demand-oriented way to enhance the pertinence of rural women's quality improvement. Combining with the present situation and characteristics of local economic and social development, this paper closely revolves around the current situation of industrial development and combines the needs of rural women's own conditions, employment and market, and carries out the work of improving the quality of rural women, and the second is to find a correct entry point to fully stimulate the enthusiasm and initiative of rural women to participate in educational For example, around the direction of economic and social development, hot spots generated by the new needs or new business forms derived from the direction and trend of employment development education and training, around the recruitment of enterprises, the direction of production and operation of training, around the rural economic and social development of key nodes and major events to carry out training; third, to take a flexible and diverse form, Enhance the effectiveness of the improvement of the quality of rural women. Use on-site guidance, expert face-to-face, skills master on-site display, on-site communication and other ways, but also can hold a variety of skills competitions, through layers of skills competition, to stimulate their interest in improving skills and learning knowledge. In addition, through mutual learning, mutual communication, and even exchanges in different places, find out the gaps in their skills and knowledge, and mobilize their enthusiasm and initiative in learning. and thus enhance the effectiveness and relevance of rural women's quality improvement.

#### **4.6 Doing basic work to provide guarantee for the improvement of rural women's quality**

First, innovate the concept of teaching staff construction to improve the quality of teaching staff to serve the "Issues of agriculture, farmer and rural area". To establish a strict threshold for the admission of teachers ' qualifications for farmer education and training, so that teachers have theoretical knowledge while also having practical skills and teaching ability, after strict theoretical examination and practical assessment, according to the recruitment criteria for the selection of merit; The Government should give corresponding financial support, cooperate with major universities to offer special courses, To update and promote teachers ' knowledge and skills, to ensure that teachers ' knowledge ability is closely connected with social development, at the same time, we should establish a system of selection and employment of part-time teachers, especially practical guidance teachers, boldly choose teachers from rural production management and service frontline, so that on the one hand, we can choose a group of knowledge of rural areas Easy to communicate, connect

with the "Geogas" practical guidance teachers, on the other hand, can stimulate the majority of rural women to learn enthusiasm, and second, strengthen the construction of teaching materials to meet the needs of rural women's quality improvement. According to the characteristics of rural social and economic development in Tianjin and the characteristics of industrial structure, as well as the cognitive ability and cognitive characteristics of rural women, especially the needs of rural revitalization and agricultural rural modernization, the procurement and preparation of a series of "grounding" training materials, municipal governments can establish a database of teaching materials resources, In order to adapt to the needs of different types of rural women for education and training; districts, towns (Streets), villages, enterprises can according to their own actual situation, to fully meet the village industry, the needs of the job types of enterprises training materials; Third, gradually transform and upgrade the rural hardware and software conditions and facilities, advocating positive and healthy ways of life and entertainment. The government should increase investment in rural cultural sports and recreational facilities, continuously improve and improve the stylistic and recreational conditions in rural areas, and at the same time, use a variety of news media to promote guidance and carry out some positive activities, such as knowledge competitions, skills competitions, civilized village wind, family style evaluation, etc., to promote positive and healthy ways of life and entertainment, To create a good environmental atmosphere for the improvement of the quality of rural women.

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