

Research on Transfer Strategy of Rural Surplus Labor Force in New Economic Times

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Abstract: In the new economic era with high technology, information, network and knowledge as its important components and main growth drivers, China's vast rural areas will inevitably lead to an increase in rural surplus labor force due to resource endowment, market supply and demand, industrial structure change, and low education level. Based on the analysis of the reasons for the formation of rural surplus labor force, this paper puts forward the ways of effectively transferring the rural surplus labor force, and puts forward some suggestions for the government to improve relevant policies.

1. Introduction

The term "new economy" first appeared in a group of articles published in the US Business Weekly on December 30, 1996. The new economy is an economy with high technology, information, networks, and knowledge as its important components and major growth drivers. The new economy has four different characteristics compared to the traditional economy. 1. The driving force of growth is different from the traditional economy. It is based on high technology and information. 2. The production method is different from the traditional economy. It is based on intensive production. 3. The way of exchange is different from the traditional economy, and it uses e-commerce as the main way of exchange. 4. The exchanges of economic subjects are also different, and the new economy tends to be globally integrated ^[1]. This will inevitably lead to changes in the social structure and economic structure of rural areas in China, and it will also make it difficult for some migrant workers to adapt to such changes. In addition, In recent years, China's urbanization construction and the increasing use of non-agricultural land have led to a further reduction in the area of cultivated land. On the other hand, with the return of some migrant workers who work in cities to their hometowns, the surplus rural labor force has been increasing. Faced with such a group, if we do not take measures and carry out effective transfer, it will bring a series of social problems. The economic system reform carried out spontaneously by the rural areas in the 1970s and 1980s started the first shot of China's reform and opening up. After 40 years, the problems of agriculture, rural areas and farmers have become the bottleneck of further reform. Low labor efficiency and meager economic income have seriously hindered the expansion of the domestic consumer market. How to effectively transfer rural surplus labor force, use the promotion of information technology in the new economic era to improve the employ ability of farmers, improve the rural industrial structure, increase the added value of agricultural products, so as to increase the income of farmers, has become a problem that must be faced in this era. This is a major historical task of China's modernization drive, an important way for China to solve the problems of agriculture, rural areas and farmers and an important social and political task for China.

There are three main ways for the transfer of rural surplus labor force: industrial transfer, regional transfer, and identity transfer. Limited to the current institutional factors in China, it is still very difficult to achieve identity transfer. Therefore, this paper mainly studies the first two transfer forms.

2. Reasons for the Rural Surplus Labor Force

2.1. From the perspective of resource endowment

The surplus of labor force due to the scarcity of land resources is called resource surplus, that is, the absolute surplus of labor force caused by the absolute imbalance between human resources and land resources allocation.

With the development of the economy, the scarcity of land resources in China has become more and more prominent. As we all know, China, which accounts for 22% of the world's total population, has only accounts for 7% of the world's cultivated land, and 800 million mu is low and medium yield land in the 1.43 billion mu of cultivated land. There are a large number of farmers in China, of which about 240 million farmers only account for 0.5 hectares of cultivated land. This is equivalent to one-third of South Korea and Japan, one-quarter of European countries, and one-quarter of the United States ^[2]. With the advancement of industrialization, urbanization and illegal occupation of cultivated land, the area of cultivated land has been further reduced. According to statistics, since 2005, 668,000 hectares of land has been gradually reduced. Among them, the building land accounts for 139,000 hectares, 390,000 hectares are ecological farmland, and only 12,000 hectares of cultivated land can be used. After the adjustment of agricultural structure, 73,000 hectares of cultivated land have been successively found ^[3]. At the same time, the rural labor force has not been reduced or affected by the reduction of cultivated land. In some areas, in recent years, due to the weak global economy, migrant workers have difficulty in employment in cities, so they have to return to make the increase of the agricultural labor force. On the one hand, the area of cultivated land is decreasing, on the other hand, the return of rural labor force is increasing, which inevitably leads to the generation of surplus labor force.

2.2. The surplus of rural labor force due to technological advancement and increased productivity, also known as technical surplus

In the background of the new economy, the rural economic structure and industrial structure are constantly changing. The farmers who were fixed on the land in the past are at a loss and could not find their own jobs now; the use of modern technology also greatly reduced the demand for the number of labor force. Some of the labor force has been squeezed out by the technology to form surplus labor force.

2.3. Due to certain policies, it is difficult for rural surplus labor force to obtain identity transfer, which makes many farmers afraid or unwilling to leave home to work outside, and prefer to stick to their hometown

This is called policy surplus. For example, China's household registration system and social security system are extremely unfavorable to the free flow of rural labor force.

2.4. Due to the backwardness of cultural knowledge, some rural surplus laborers are unable to re-employ

According to statistics, among the rural labor force, illiterate or semi-literate labor accounts for 7.4% of the total labor force, 31.1% for primary schools, 49.3% for junior schools, 9.7% for high schools, and 2.0% for secondary schools and 0.5% for colleges and above. Coupled with the long-standing lack of attention to vocational education, the rural areas backlog a lot of idlers who are doing nothing ^[4], especially the "three nos" labor force, the "three nos" labor force here includes no land, no skills and no jobs.

2.5. Due to the contradiction between market supply and demand, the income is reduced, which hinders the improvement and re-employment of rural labor force

When the unified purchase and marketing were changed to the allocation of resources by price, there were a series of problems that the market could not solve, such as price lag, intermediate link

exploitation, which resulted in structural unsalable sales or price inversion, seriously affecting farmers' income.

2.6. In the cities, there is also a certain pressure on employment

China's overall phenomenon of labor surplus appears and will exist for a long time in the future. This has created difficulties for rural surplus labor to urban migration, which in turn has aggravated the current situation of rural surplus labor force.

3. Ways to Promote the Effective Transfer of Rural Surplus Labor

3.1. Give full play to the basic functions of local colleges and universities, especially vocational colleges, to serve local economic development, and use their educational resources to train vocational skills for local farmers

Some social training institutions can also be included in such training forces. For example, since 2014, Sanya Polytechnic Vocational College has trained chefs, construction workers, merchandisers, auto repairers, and e-commerce in rural areas of Sanya, and has improved the re-employment ability of thousands of local farmers. At the same time, it has pointed out the direction for the upgrading of the rural industrial structure and received excellent social effects.

3.2. Develop labor-intensive industries in rural areas to digest rural surplus labor force

Due to the influence of traditional production methods and lifestyles, China's rural people are less educated and does not meet the requirements of high-tech industry positions, but they are easier to adapt to labor-intensive industrial jobs, such as tourism services, agricultural products processing, packaging and transportation industries, so it is necessary to vigorously develop labor-intensive industries, upgrade the rural industrial structure, and convert more rural surplus labor into non-agricultural workers, and make their next generation a better living environment. In the early days of industrialization, Japan and the United Kingdom developed labor-intensive industries to absorb more rural surplus labor force. In the 1960s and 1970s, South Korea and Taiwan also vigorously developed export-oriented labor-intensive industries, while the United States vigorously develop capital-intensive and technology-intensive industries because of its labor shortage. These successful experiences are all we can learn from.

3.3. Through the establishment of modern agriculture, sightseeing agriculture, beautiful villages, shared farms, demonstration agriculture and other economies, enhance farmers' modern marketing concepts, modern service awareness, let modern civilization etiquette into the countryside, and integrate rural economy with modern service industry to make farmers have more employment opportunities, so that surplus farmers can get rid of their dependence on the land and become farmers in the new era

Promote agricultural industrialization, implement order agricultural production, and seamlessly connect with the market to achieve pre-production and post-production, and eliminate the unsalable sales of agricultural products due to price lag. For example, the Sanya Agriculture Bureau has done a lot of work in this area, bringing many benefits to the surrounding farmers. Some surrounding rural areas have become a comprehensive economy that combines eating, living, traveling, entertainment and purchasing, and some fruit farmers have fulfilled order production, which has greatly increased the income level of farmers. They also organized an agricultural product packaging competition, and hired industry experts to conduct evaluations, so that brand awareness and property rights awareness entered the hearts of farmers.

3.4. Education for poverty alleviation. Sending quality basic education to the rural areas will generally improve the educational level of the rural population

Provide free higher education to children of farmers in poor areas and reserve talents for the future development of the rural areas. In this regard, private colleges are more likely to implement

this strategy by leveraging their flexible schooling models. For example, the Sanya Polytechnic College, founded by Geely Group, has implemented the “Timely Rain” plan since 2015, and has established poverty-stricken households in eight provinces of Shaanxi, Sichuan, Hainan, Shanxi, Jiangxi, Guizhou, Hunan and Hebei. Students are exempt from colleges tuition and living expenses. These students directly enter the Geely Group for employment after graduation. This is a good mechanism for poverty alleviation and worth promoting.

3.5. Set up a platform, build a nest to attract phoenix, formulate preferential policies for returning hometown entrepreneurship, and encourage returning migrant workers to start businesses

After receiving baptism in urban life and work for several years, these returning farmers have accumulated valuable experience, gained some modern business ideas, expanded their horizons, accumulated some social relationships, and understood the hotspots of urban residents. They can lead a group of local farmers to transfer labor force on the spot. The social effect of this way is most prominent.

4. Further Improve the Support Policies of Local Governments

4.1 The government should reform the employment service information network to effectively help the rural surplus labor force, and transmit the information of job seekers to enterprises with individual needs, which will provide convenient conditions for rural surplus labor transfer [5]

We will strengthen the organization and management of the service system for the employment of rural surplus labor, and realize the orderly transfer and export of rural surplus labor. It is necessary to gradually unify the urban and rural labor market, form a system of equal employment for urban and rural laborers, carry out regional labor cooperation, adjust the total supply and demand, eliminate the problems of blindness, difficulty in finding work, poor efficiency and so on, which are beneficial to the transfer of rural surplus labor.

4.2. The government needs to establish a unified social security system between urban and rural areas to reduce the additional cost of rural surplus labor transfer

It is necessary to let them have no worries about medical treatment, children’s education, pension insurance, etc., and introduce corresponding rules and regulations to ensure the orderly operation of the labor market, protect the legitimate rights and interests of the rural labor force, and strive to enable these migrant workers to achieve identity transformation and obtain the same social security as the citizens, so as to attract more rural surplus laborers to leave the village and reduce rural surplus labor. The government also needs to reform the household registration system, eliminate the difference between urban and rural treatment, eliminate employment discrimination, achieve fair competition, and increase the enthusiasm of transferring labor, which can achieve a win-win situation.

It is necessary to severely punish illegal occupation of cultivated land and other resources, advocate environmental governance, protect existing land resources, and allow cultivated land to support more rural surplus labor.

The government should increase its support for private colleges and universities, encourage private colleges to innovate in the process of serving the transformation of local agricultural economic development, provide them with the treatment of public institutions, and invest in education to improve the teaching environment and improve the hardware level of running a school, which will make more contributions to the effective transfer of rural surplus labor.

5. Conclusion

The transfer of rural surplus labor force is the general plan of the country and the inevitable

outcome of social development. The smooth realization of the transfer of rural surplus labor force is not only conducive to the improvement of farmers' income, but also conducive to the integration of urban and rural areas, the elimination of urban and rural contradictions, the promotion of social harmony, and the promotion of the industrial structure of the whole country. Governments at all levels should give the greatest understanding and support.

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