

# ***Research on Fostering Poor College Students' Innovation and Entrepreneurship Ability Based on Targeted Poverty Alleviation***

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**Abstract:** As the goal of building a moderately prosperous society has entered a critical stage, targeted poverty alleviation plays a pivotal role in winning this battle. Under the guidance of business startups and innovation, college students have become the main force of innovation and entrepreneurship in the society. Fostering college students' innovation and entrepreneurship ability is the key part of talent training program in colleges. It not only helps them to have a good mastery of these skills but also boosts to achieve the target of poverty alleviation on schedule, especially in this critical phase. Thus, to foster college students' innovation and entrepreneurship ability under the background of targeted poverty alleviation, our government should adopt favourable policies for college students, the society should promise an enabling environment. And as the main strength to foster this ability of students, colleges should develop students' innovation awareness, help students establish a targeted sense and strengthen their skills to start up business.

## **1. Introduction**

Targeted approach serves as the key in the major political task of targeted poverty alleviation. Colleges are important in the process of poverty alleviation, whose prime task is to solve the poverty problem of poor college students. Colleges should take full advantage of education to help students get rid of poverty and develop their innovation and entrepreneurship ability, enabling them to tackle issues such as job hunting and personal development on their own. Moreover, colleges should establish and improve their training systems so as to facilitate college students to carry out innovation and startups on a regular basis. This thesis sheds light on fostering poor college students' innovation and entrepreneurship ability through necessary research on their existing such skills.

## **2. The Necessity of Fostering Poor College Students' Innovation and Entrepreneurship Ability**

### **2.1. It is the Need for the Strategy of Targeted Poverty Alleviation**

In the passing years, we carried out poverty alleviation in an extensive way, during which low efficiency and not-so-good results sprouted out. The root cause for this is the improper approaches

brought by the original mechanism. The precision poverty alleviation strategy proposed by the Chinese government, as a top-level design, can repair and improve the original poverty alleviation system and mechanism. Targeted poverty alleviation means that poverty alleviation policies and measures should be targeted at truly poor families and populations, through targeted assistance to the poor, to fundamentally eliminate various factors and obstacles that lead to poverty, and achieve the goal of sustainable poverty alleviation [1]. College students, burdened with responsibilities from their families and the whole society, are the most energetic and are the hope of our nation and people. So it is both a need to implement the strategy of precise poverty alleviation and a preparation for the long lasting social stability to help poor college students get rid of poverty. And education is the engine in this process pushing production and development forward, which afterwards dives the poor areas out of poverty. Fostering poor college students' innovation and entrepreneurship ability is a form of poverty alleviation by means of education that helps students to gain working skills and directly pushes the production and development of the society forward in a short time.

## **2.2. It is a Driving Force for the Strategy of Rural Revitalization**

Most poor college students come from those out-of-the-place and economically backward rural areas which embody the principal contradiction of our unbalanced and inadequate development and our country's characteristics of the primary stage of socialism. To implement the strategy of rural revitalization is a practical need to solve imbalances and to achieve the Two Centenary Goals. College students' innovation and entrepreneurship ability education plays a vital part in higher education, and even a more salient part in poor college students' education. Through higher education, college students are able to bring new ideas to both economic and social development and new technologies to production in rural areas, increasing employment for villagers and improving their living standards. Besides, fostering poor college students' innovation and entrepreneurship ability is to renovate the structure of economic development, turning the individual-based economic pattern into an emerging one. Nowadays, the employment of college students has been a hot issue in the society. In the last few years, institutes in China have been increasing their enrollment, which contributes to the increasing number of poor college students and graduates. To marry poor college students' innovation and entrepreneurship ability with the strategy of rural revitalization is to ease college students' pressure on employment, and scatter more labour force from urban areas to rural areas.

## **2.3. It Fits the Requirements for a High-Equality Economic Development**

A high-quality economic development echoes with Chinese people's ever-growing desire for a better life. It is also a development of small amount of productive elements, low cost in resources and environment, high efficiency in resource allocation and social economy. Our country is in the phase of traditional drivers transforming into new ones in which the regional development structure are incessantly reconditioned. Targeted poverty alleviation is aimed to solve the imbalanced development between regions, rural areas and urban areas, push forward economic transformation and promote an overall economic development. Instead of increasing capitals, expanding scales to lift economic indicators, we need to establish a modernization-oriented system to train talents so as to pursue a healthy and steady development in economy. It is especially the case in those underdeveloped areas that calls for college students to build their hometown with what they have learned. The cores of the high-quality economic development fall with its energy, innovation and competitiveness. And fostering poor college students' innovation and entrepreneurship ability is to

prepare talents for regional economic development. It is a prerequisite to achieve transformation in the society and also an essential requirement to reach the Two Centenary Goals.

### **3. The Approaches to Foster Poor College Students' Innovation and Entrepreneurship Ability**

#### **3.1. To Help Establish Poor College Students' "Targeted" Sense**

The Chinese government has repeatedly emphasized that it is necessary to start with the details and develop a habit of precise thinking. It is a truth-seeking spirit and working method, which objects a general perspective to look at problems and solve them. As a spiritual method, it requires us to look at everything in a scientific way, which is to make a targeted analysis; as a working method, it demands us to stamp out formalism and avoid the attitude of getting big and small matters done all at once. Thus we need to solve problems from Marxist dialectics' standing points, to practice the two-point theory and the focal-point theory and to make a targeted guidance and resolution.

In the course of targeted poverty alleviation, educating poor college students about skills in innovation and entrepreneurship displays the targeted sense in poverty alleviation with education. Because the startups of poor college students help themselves to get out of poverty meanwhile drive the underdeveloped areas to make progress and finally realize poverty alleviation. To alleviate poor college students from poverty is targeted in people who live below the poverty line and to foster their innovation and entrepreneurship ability is targeted in poverty alleviation program. What is the most imperative in the final success in targeted poverty alleviation is to help establish a targeted sense with people who are to be alleviated from poverty. As to poor college students, targeted sense starts from the sensitiveness of problems, which means they should probe into investigations, figure out where to innovate and start businesses and make it clear that what is the root cause of the problems discovered. When it comes to problem-solving, they need to distinguish the marginal side and the major one, so that they can put the limited resources and their valuable energy into areas that need more innovation and development. Secondly, college students should be reminded of details, which means carelessness, deceit, vagueness must be rejected whereas rigorous attitude should be advocated. Moreover, they must get rid of the over-emphasizing speed and devaluing quality flaw in their thoughts. And the most paramount is to be targeted. Poor college students should be led to pay special attention to every single detail, every key point and every key link. So the targeted efforts make for an effective poverty alleviation.

#### **3.2. To Intensify Poor College Students' Spirit of Innovation**

The Chinese government believes that young people should be brave to innovate and create. Innovation is the soul of national progress, an inexhaustible source of a country's prosperity, and the deepest national endowment of the Chinese nation. Youth is the most energetic and creative group in society. It should be at the forefront of innovation and creation. As the most energetic and creative group of people, youth should play a leading role in innovation." The spirit of innovation, an emotional force of innovative activities, consists of innovative awareness, interest and determination, which lies in our consciousness but can be sensed in everyday life. Those who are innovative are filled with vigor and fresh ideas. It is widely understood that social environment affects social consciousness. By the same token, innovation-forming depends a great deal on the shifting of the surrounding environment. In this modern society with fierce competition, higher comprehensive quality is required and innovation is a critical ingredient in one's success. But students from underdeveloped areas are less innovative compared with those who are brought up in

a favorable environment. That means fostering the spirit of innovation should come first in innovation and entrepreneurship ability education.

To foster college students' innovation spirit, especially poor college students', we need to cultivate such a unique spirit that is merged with local poverty alleviation characteristics, based on college culture and featured by excellent disciplines. Take Southwest Petroleum University as an example. Taking advantage of the petroleum major, SWPU has cultivated an innovation spirit centered by the spirit of Iron Man. SWPU is committed to cooperating with corporations and scientific research institutes, in an attempt to prepare brilliant entrepreneurs for underdeveloped areas to eliminate poverty. From the outset, based on the internet, institutes should establish online courses at the core of innovation as a part of the talents training program. On top of that, with the help of the public platforms, such as wechat, sino weibo and news web, institutes should disseminate the importance of innovation spirit and its value of the era. "Schools should establish a platform that involves both updated information and sharing about innovation and entrepreneurship. College students must be timely informed of the policies, news, headlines related to innovation and entrepreneurship, and must be effectively inspired [2]" Last but not least, institutes of higher education should have a complete safeguard mechanism for fostering innovation spirit. To go further in this, endless support of students' innovation spirit is indispensable. As interest is the best teacher, schools should fully mobilize students' motivation. Students should be rewarded materially and spiritually especially with those projects that contribute more to poverty alleviation, thus more students will involve themselves in innovation and entrepreneurship activities inspired by these student models.

### **3.3. To Provide Innovation and Entrepreneurship Training Programs for Poor College Students**

An ancient Chinese saying goes like that, "Instead of giving a man fish, we should teach him to fish." So providing innovation and entrepreneurship training programs is the key to guide poor college students to innovate and start up businesses on their own. Alleviating poverty through knowledge is of vital importance, which improves their core competitiveness. Firstly, schools need to help poor college students set up correct outlooks and values on life, help them look at poverty from a scientific perspective and develop their tough characters. Influenced by their family background and growing environment, poor college students show some flaws in their characters such as lack of confidence, but in fact, they long to change their present situations. Innovation and entrepreneurship ability education works to support their ability and comfort their heart. It guides students to know themselves, orient themselves and establish proper life goals for themselves. Secondly, schools should organize students to participate in competitions and make them learn innovation and entrepreneurship knowledge at the same time, which squares with the path of cooperating with corporations and scientific research institutes and also provide a great stage for them. Through this, they are empowered to combine their expertise with innovation and entrepreneurship knowledge, integrate theory with practice and then further their skills. Thirdly, schools should intensify their cooperation with corporations--an emerging development structure and an important orientation to education union. Institutes of higher education should willingly meet the demand of targeted poverty alleviation, highlight the importance of well-rounded education, and set up wider platforms of diversity for learning and practicing grounded by innovation and entrepreneurship. Schools can either choose to invite celebrated entrepreneurs to conduct lectures or to organize college teachers to study in enterprise and then back to give lectures to students. Also, schools can organize students to experience the production environment in person so that they are able to know what the market calls for.

### 3.4. To Encourage Poor College Students to Take Advantage of the Internet

Today, the internet has turned the world into a global village and changed people's way of production and life profoundly. The changes taken place in China reflect the power of the internet to change the globe in every respect. The State Council points out in *Guidance of the State Council on Actively Promoting the Internet+ Action* that, "The integrating development of the internet and other fields has a vast prospect and infinite potential. It has become an irresistible trend of our time [3]" It is the salient skill for college students' innovation and entrepreneurship to employ the internet. Because institutes of higher education keep deepening innovation and entrepreneurship education for internet+, higher requirements are presented for college students, which urges students to transform the traditional sense to the one connected with the internet--to employ the new productive force in more facets. In this process, schools should improve the industrial chains and service chains applied to those projects by means of facilitation, interconnection and intelligence to match modernization. Meanwhile, the internet should be used to widen market channels, enrich the cultural life of the target area and complete the construction of ecological and social environment, so that both targeted poverty alleviation and rural revitalization can be achieved.

## 4. Summary

Fostering poor college students' innovation and entrepreneurship ability based on targeted poverty alleviation serves both as a key link for institutes in implementing fostering virtues through education and a pressing need for the transformation of the society and the development of individuals and the whole nation. Hence, it is a great project that makes contributions to our generations and benefits the after generations. Schools, the society and our government should make joint efforts to facilitate the fulfillment of poverty alleviation and make greater contributions to realize our great Chinese dream by this project.

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