

The Dilemma and Its Countermeasures of Encouraging Rural College Students to Return Home and Start Their Own Businesses in New Era

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Abstract: Rural economy and society in our country has been developed rapidly for implementing Effectively “Three rural policies” through Communist Party of China and State Department in new era. However, colleges and universities are still faced with such practical difficulties as the lack of pertinence, the shortage of teachers, the lack of teaching resources and the low degree of attention to the entrepreneurship education of rural college students in the aspect of encouraging rural college students to return home and start their own businesses, Colleges and universities should take measures such as “Innovating the content and teaching mode of entrepreneurship education in colleges or universities, setting up a full-time teaching tutor team of entrepreneurship education, vitalizing effectively the teaching resources of entrepreneurship education in colleges and universities, encouraging and supporting the entrepreneurship of college students from rural areas” to deal with such practical difficulties.

1. Introduction

The talent predicament of rural economic and social development had also been exposed with the rise of the strategy of “All-people entrepreneurship and mass innovation” and the high tide of the strategy of “Rural revitalization” in the new era, in the past three years, the number of college graduates in our country has increased from 8.74 million in 2020 to 9.09 million in 2021, and reached 10.76 million in 2022. This has led to a sharp increase in the number of college graduates as a result of the expansion of university enrollment. In the past three years, the number of college graduates in our country has 2021 from 8.74 million in 2020 to 9.09 million in 2009 to 10.76 million in 20.^[1] in addition to the global economic downturn under the epidemic, the economic development of our country is also facing the triple pressures of demand contraction, supply shock and weakening expectations ^[2], it is not only a good prescription to relieve the serious shortage of talents in the development of rural economy and society in our country, but also an effective path for rural college students to get practical employment, it is also an important hand to promote the implementation of

the two strategies of “Mass entrepreneurship, mass innovation” and “Rural revitalization”.

However, the lack of talents in vast rural areas is an indisputable fact, which seriously restricts the implementation of the two strategies of "nationwide entrepreneurship and innovation" and "rural revitalization". The fundamental solution to the shortage of rural talents is to train a team of "agriculture, rural areas and farmers" who love the countryside, understand agriculture and love farmers, and implement the revitalization of rural talents. Colleges and universities are the base of talent training, training and transporting practical talents for rural revitalization is also one of the functions and tasks of colleges and universities. The vast rural areas are in greater need of entrepreneurial talents. Therefore, the training of entrepreneurial talents in rural areas, especially those of rural college students with local feelings, is of strategic and practical significance.

2. Colleges and Universities Faced Dilemma in Encouraging Rural College Students to Return Home and Start Their Own Businesses in the New Era

At present, although the proportion of rural college students returning home to start their own businesses has increased, but the success rate of entrepreneurship is not very ideal. The teaching content and practice base of entrepreneurship education in universities, aiming at rural market, rural environment, rural resources and so on, in particular, in encouraging rural college students to return home and start their own businesses, they still face such practical difficulties as the lack of pertinence in the teaching of Entrepreneurship education in colleges and universities, the shortage of teachers in the teaching of entrepreneurship education in colleges and universities, the lack of teaching resources in entrepreneurship education in colleges and universities, and the low degree of concern in colleges and universities for the teaching of entrepreneurship education for rural college students, as follows:

2.1 The pertinence of Entrepreneurship Education Teaching of Colleges and Universities is not strong

Colleges and universities often do not pay enough attention to entrepreneurship education, thinking that entrepreneurship is a supplementary education for employment, is the demand of a few students. Colleges and universities focus on mainly guiding students' employment skills, while entrepreneurship education studies rarely how students acquire corresponding entrepreneurial knowledge and skills. The main manifestations are:

Firstly, the curriculum setting guidance of entrepreneurship education in colleges and universities is not strong. Entrepreneurship education in colleges and universities curriculum is mostly for all have entrepreneurial intention of college students, is a general education course, such courses can't avoid broad、sweeping, cannot meet the personalized needs of students, rural cadastral college students returning unity entrepreneurship education in colleges and universities entrepreneurship education curriculum case is unable to find their own place, It is divorced from the actual situation of rural economic development environment. As a result, students only take entrepreneurial education courses as supplementary credit. Secondly, most entrepreneurship education courses in colleges and universities are taught in the form of combined classes, so the entrepreneurship instructors cannot take into account the personalized entrepreneurial willingness of students.

2.2 Lack of Teachers in Entrepreneurship Education in Colleges and Universities

Most of the teachers of entrepreneurship education in colleges and universities are part-time staff from student departments, employment guidance departments and secondary colleges. Most of these people own lack of entrepreneurial education theoretical knowledge reserve, entrepreneurship education of actual combat experience, combined with its own regulatory affairs or heavy teaching

tasks, they often need, adopt the way of practice while learning to teach, lack of practical experience in the field of entrepreneurship, entrepreneurship education courses to students and attract inadequate, and a bit of space.

2.3 Lack of Resources in Rural Entrepreneurship Education and Teaching In Colleges and Universities

Entrepreneurship education in colleges and universities trains students to start businesses in mostly urban areas. On the one hand, entrepreneurial projects based on cities have greater market demand and can obtain greater profits. Rural entrepreneurship education is a field neglected by colleges and universities. The main reasons are as follows: the migration of rural workers, the population left behind in rural areas are mostly the elderly and children, resulting in low demand in rural markets; the pace of rural urbanization is accelerating, and rural markets are not attractive enough for new farmers. On the other hand, colleges and universities lack the survey of the rural market, and rarely carry out questionnaires on the willingness of rural students to start businesses and rural resources. Colleges and universities lack the resources of rural entrepreneurship education, and the same is true in the rural education network. Colleges and universities are mostly located in cities and not closely connected to the countryside. Entrepreneurship education in colleges and universities mostly contacts entrepreneurs near colleges and universities, and lacks contacts such as farmers and entrepreneurs from rural areas. The way of college entrepreneurship education in rural areas has not been broken through. Due to the deviation of the curriculum setting and the orientation of training talents, rural entrepreneurship education is still mostly directed to urban entrepreneurship projects.

2.4 Universities Do Not Pay Much Attention to the Entrepreneurship Education and Teaching of Rural Students

Due to the influence of traditional ideas, rural students believe that rural children who go to college are jumping out of the farm gate. If they choose to return home to start a business, they will be not understood by their parents, laughed at by relatives, and pointed at by neighbors. The idea of the average person, which returning home to start a business is a helpless move in the city can not find a job. They will be confused when they think about these things. On the one hand, if I work in a big city, the pressure of work and life will be very great; On the other hand, returning home to start a business without capital, without the knowledge and skills of rural entrepreneurship, fear of failure. Universities do not pay much attention to the entrepreneurial dilemma and psychology of rural students, which makes them become a neglected group and leads to psychological crisis.

3. Coping Strategies of Colleges and Universities in the New Era to Encourage Rural Students to Return Home to Start Businesses

For in incentive rural cadastral college students entrepreneurship education and teaching in colleges and universities is facing many difficulties, colleges and universities should through the "innovation entrepreneurship teaching content and teaching mode, establish full-time entrepreneurship education in colleges and universities teaching teacher team, activate the entrepreneurship education in colleges and universities teaching resources effectively, encourage and support to rural cadastral college students' entrepreneurship" and other measures to deal with.

3.1 Innovate the Teaching Content and Mode of Entrepreneurship in Colleges and Universities

Entrepreneurship education in colleges and universities should be targeted and have a set of

scientific and reasonable curriculum system. Article 4 of the general provisions of the Higher Education Law of China stipulates that higher education must carry out the educational policy of the nation, serve the socialist modernization and combine it with productive labor so as to make the educated become the builders and successors of the socialist cause with all-round development in morality, intelligence and body^[3].The objective orientation of training talents in colleges and universities must meet the needs of social and economic development and student employment. Rural entrepreneurship courses are highly targeted, so that what they learn can be practical, improve the success rate of rural entrepreneurship, and achieve better educational effects.^[4]The new era brings opportunities and challenges to rural areas. As for the current situation and needs of rural areas, colleges and universities need to conduct field research on rural markets and resources to clarify the situation of rural economic development. The questionnaire survey on the family situation of rural college students can be used to find out the source of students. Entrepreneurship education with rural characteristics should be provided for students from rural areas to arrange entrepreneurship courses. To provide classified guidance for the entrepreneurship education of rural college students. Rural entrepreneurship courses not only include general entrepreneurship basic courses, such as the process of enterprise establishment, enterprise operation, enterprise finance, enterprise management, market survey, law, national policy, financing, etc. It is also necessary to offer entrepreneurship courses oriented to the rural market, such as rural economic development, rural market, rural revitalization policy and other courses^[5], and combine theoretical learning with practical activities in the entrepreneurship teaching mode. Colleges and universities guide students from classroom theoretical learning to off-campus rural market survey. Or entrepreneurial practice activities, such as in-depth visits to rural enterprises, rural industrial parks, and interviews with entrepreneurs of rural enterprises, to understand the entrepreneurial knowledge of enterprise establishment process, enterprise operation, enterprise management and so on. Colleges and universities can set up special teaching and research departments for entrepreneurship education of college students, follow the suggestions of rural entrepreneurs in the aspect of entrepreneurship education of rural college students, prepare lessons collectively, pool wisdom, and integrate high-quality education and teaching resources.

3.2 Colleges and Universities Should Establish a Full-time Teaching Tutor Team for Entrepreneurship Education

The mentors of entrepreneurship education for rural college students in colleges and universities can be rural entrepreneurship education experts on campus, rural grassroots successful entrepreneurs (including rural college students, farmer entrepreneurs, etc.), or people who have work experience in rural grassroots or farmer entrepreneurs^[6].Colleges and universities select experts, technicians and entrepreneurs with experience in rural entrepreneurship education through recruitment to form a full-time team of entrepreneurship mentors. According to the survey of rural market, colleges and universities can provide targeted guidance to students, invite farmers and entrepreneurs to come to school to preach, or take students to rural areas to have close contact with farmers and entrepreneurs, and move college classes to rural enterprise workshops, industrial parks, and fields. Universities can also invite rural students who have successfully started businesses to come back to their alma maters to speak and pass on their experience in starting businesses back home.

3.3 Effectively Activate the Teaching Resources of Entrepreneurship Education in Colleges and Universities

Colleges and universities can plan centrally business incubation sites on campus or set up business incubation sites nearby in rural areas for students to facilitate the incubation of business projects^[7]. Colleges and universities provide a platform for students to return home and start businesses. Rural

college students devote themselves to business practice and experience the process of entrepreneurship. Colleges and universities plan actively ways to obtain entrepreneurial funds for entrepreneurial students.

In terms of funding sources for entrepreneurship of rural college students, colleges and universities can encourage rural college students to actively participate in the application of college students' innovation and entrepreneurship projects. If the application is successful, they can obtain financial support from enterprises, sponsorship from enterprises, support from the government, and small loans from banks. Colleges and universities help students solve their financial problems in various ways.

Colleges and universities help students to provide powerful entrepreneurial resources^[8]. Undergraduate business incubation is not isolated, it needs the industrial chain platform to help the realization of entrepreneurship. In terms of entrepreneurship education and talent training, it is necessary to actively seek school-enterprise cooperation, establish school-enterprise cooperation projects, realize the integration of production, education and research, go out of universities and into rural enterprises; Or attract businesses to the school.

Colleges and universities have extensively set up the whole industrial chain platform of undergraduate business incubator. Enterprises provide professional guidance or project support through the platform, and entrepreneurial students show their project plans through the platform, communicate with experts online, and get effective help. Colleges and universities help rural college students, such as Agricultural banks and commercial banks, attract social financing to open up financing channels for entrepreneurship, and actively solve the problem of lack of start-up capital for rural college students.

3.4 Universities Encourage and Support College Students from Rural Areas to Start Their Own Businesses

Entrepreneurship education in colleges and universities needs more encouragement and support. First, we should guide students positively, update and change their professional values^[9]. Firstly, colleges and universities need to integrate ideological and political education into entrepreneurship education. Starting from the policy of rural revitalization in the new era, colleges and universities need to understand the country's preferential policies for rural entrepreneurship, display their talents in the vast world of rural areas, cherish ideals, establish a proper period of youth struggle, and strive to be a good youth in the new era. The second is to help students establish a new era of youth to have the courage to be the first, dare to rush, not afraid of hardship spirit of struggle. Thirdly, it is a convenient way to invite experts to guide rural college students to train in network technology and other technologies, so as to help students adapt to rural environment and revitalize rural economic development. The fourth is to help students exercise the ability to resist risks, the ability to resist pressure and the psychological quality of resistance to setbacks^[10]. Entrepreneurship is a difficult career, rural students face more difficulties in entrepreneurship, so colleges and universities should cultivate good psychological quality of college or university students.

4. Conclusion

In a word, we must take effective measures to solve the above-mentioned difficulties in encouraging the entrepreneurial education of rural college students on the basis of an objective and comprehensive analysis of their causes. Only in this way, can we encourage more rural college students to join the tide of entrepreneurship, to promote the overall revitalization of the countryside!

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