

Practice and Exploration of Utilizing the Advantages of High Quality Education in Universities to Assist in Rural Revitalization

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Abstract: In this nationwide fight against poverty launched by the central government, colleges and universities have played an important role in winning the fight against poverty by virtue of their unique advantages in educational resources. It is necessary to summarize their typical experiences and practices in targeted poverty alleviation, so as to better apply them to the current work of serving rural revitalization. This paper analyzes the practice of education and training in the poverty alleviation practice of Beijing University of Science and Technology, so as to illustrate the importance and feasibility of "intellectual support" in targeted poverty alleviation.

1. Introduction

As early as October 2012, the Poverty Alleviation Office of the State Council released the 12th Five Year Plan for Promoting Poverty Alleviation and Development in Entire Villages, that is, during the 12th Five Year Plan, 30000 poor villages in China will implement the whole village poverty alleviation and development. Later, eight ministries and commissions, including the State Council's Poverty Alleviation and Development Leading Group Office, issued the Notice on Doing a Good Job in the New Round of Targeted Poverty Alleviation by the Central Government, State Organs and Relevant Units (GBF [2012] No. 78), which determined that Beijing University of Science and Technology and Qin'an County, Gansu Province, are in partnership for poverty alleviation and shoulder the heavy task of poverty alleviation and rural revitalization. On October 18, 2017, General Secretary highlighted the strategy of targeted poverty alleviation and rural revitalization in the report of the 19th National Congress of the Communist Party of China.[1] After receiving the task, the school mobilized all the people, gathered the strength of the whole school as a whole, and determined to start from the actual needs of the targeted assistance objects, give play to the advantages of science and education of the school, innovate the assistance measures, commit to education assistance, promote education, and tailor the precise assistance idea of "taking education poverty alleviation as the main line, and taking industry poverty alleviation as the theme" to its actual needs. By leveraging the experience of talent cultivation through cooperation between schools, enterprises, universities, and research institutes, as well as the advantages of internal and external resource reserves, we can effectively mobilize the educational and cultural resources of schools and the capital based on the

characteristics of Qin'an County, helping Qin'an to lift itself out of poverty, become prosperous, and revitalize the economy.

2. Theoretical Basis of Poverty Alleviation through Education

2.1. Views on Western Educational Values

As early as the 1960s, Theodore W. Schultz, an American economist and educator who was born as a small farmer, began to pay attention to and put forward the relationship between human capital and education, and devoted himself to the research and writing of human capital theory. It also won the Nobel Prize in Economics. In 1964, he wrote the book *Economic Value of Education*, which constituted his theoretical system of human capital. In his book *On Human Capital Investment*, Schultz pointed out: "I believe that the reason why we went astray is that we did not have all capital in our minds, so we failed to consider human capital and its important role in modern economic production... Once we understand the extensive role of human capital in modern economy, I began to realize that the traditional concept of capital is incomplete." In Schultz's view, Land itself is not the main cause of poverty, but the ability and quality of people are the key to determining wealth. The improvement of human capital is far more important to agriculture and the whole economy than the increase of material capital. The so-called human capital is "capital formed through investment in human resources". It shows the knowledge, skills, experience and health that people have. Schultz's *Economic Value of Education* points out that improving people's ability to adapt to the changes in employment opportunities that come with economic development becomes the source of mobility for various occupational adaptation and spatial adaptation. It should be said that Schultz, who was born as a small farmer in the 1960s, had a more in-depth thinking on land poverty education.

2.2. Poverty alleviation through education is an important part of the socialist thought with Chinese characteristics in the new era, and also an important part of the strategic thought of targeted poverty alleviation

The concept of poverty alleviation through education pays attention to the internal and external causes of poverty, and achieves targeted poverty alleviation. Start with internal causes, improve people's endogenous power through education, follow the law of human and social development, and eliminate poverty factors that restrict development. Relying on people's aspiration and wisdom, the regional economic situation will be improved and the education level will be improved. Starting from external factors, through social joint efforts, we should give play to the advantages of the socialist system in concentrating our efforts on major events, and rely on social assistance to fill the material and educational resources in poor areas. On the one hand, create equal educational opportunities for children, guide them to correctly examine themselves and receive systematic education. On the other hand, through skills training, people can acquire skills that match social industries, improve their ability to fight poverty, and obtain fair development opportunities. General secretary mentioned in his speech at the symposium on fighting a precise poverty alleviation campaign that the poverty alleviation campaign should "correctly handle the relationship between external assistance and the efforts of poor people". Poverty alleviation through education understands people's educational needs, and provides conditions and opportunities to transform expanding knowledge into employment skills, so as to enhance people's livelihood and promote regional development. External assistance and the efforts of the poor themselves are two indispensable forces for winning the battle against poverty. We should take the cultivation of endogenous power as the root of education poverty alleviation and social assistance as the auxiliary means of education poverty alleviation, and integrate the two to achieve education poverty alleviation.

3. Give full play to the advantages of educational resources in colleges and universities, boost "targeted poverty alleviation" with "targeted training", and promote rural poverty alleviation to achieve revitalization

After receiving the task of twinning with Qin'an County in Gansu Province for poverty alleviation, Beijing University of Science and Technology carried out top-level design to improve the understanding and leadership strength of targeted poverty alleviation, pool the strength of the whole school, give play to the advantages of university education resources, and promote rural poverty alleviation through multiple channels to achieve revitalization. One of the ways is to use "precision education and training" to promote "precision poverty alleviation". With the experience of talent training in the cooperation between schools, enterprises, industry, education and research and the advantages of educational training resources reserve inside and outside the school, according to the characteristics of industrial development in Qin'an County, effectively mobilize the educational resources and cultural resources of the school and the capital, and help Qin'an shake off poverty and become rich and revitalize the economy.

(1) Through education and training, we will organize county and township cadres and township entrepreneurs to learn advanced concepts and enhance their awareness of alignment. Emancipate the mind, expand the vision, renew the concept, and establish the theoretical foundation for making scientific decisions.

First of all, the leaders who really lead the region to get rid of poverty and become rich are county and township cadres at all levels and township entrepreneurs. "Targeted poverty alleviation" needs to first drive the awareness and confidence of the leaders to get rid of poverty, strengthen their sense of the overall situation, core awareness, and alignment awareness, emancipate their minds, and update their ideas to build a correct theoretical foundation. Therefore, in the design of the training program, we first put the theoretical courses in the first place, and lead them to learn policies and theories through multiple channels.

Secondly, we should lead them to broaden their horizons, learn from developed regions, match up with regions with similar economic types but have already become rich, and enhance their confidence in the road, system and culture. Based on these reasons, in addition to theoretical study, in the 2019 training activities, county township cadres and township entrepreneurs were arranged to visit the capital and the large-scale achievement exhibition held in Beijing Exhibition Hall to celebrate the 70th anniversary of the founding of the People's Republic of China with the theme of "Great History, Brilliant Achievements"; At the same time, the trainees were arranged to visit the national agricultural science and technology exhibition in Beijing and experience the 16th Apple Culture Festival in Changping District in the apple planting base in Changping Mountain Area. These activities benefited the trainees greatly and strengthened their confidence and determination to follow the CPC Central Committee to lead the region out of poverty and become rich.

(2) Through education and training, we aim at the key industries, formulate training programs related to the local industrial economy, combine the actual location of the training, the actual situation of the trainees, adjust measures to local conditions, teach students in accordance with their aptitude, and promote the talent training for poverty alleviation and economic revitalization.

Do a good job of preliminary research, develop a training program based on the characteristics and industrial planning of the local characteristic traditional industries such as apples, prickly ash and honey peaches, give priority to the introduction of high-quality resources in the capital's agricultural science and technology in the organization and arrangement of training activities, build a platform related to the industry, and make the training implementation program more scientific, specific, feasible and effective.

First, theoretical courses: relevant theoretical courses are arranged in previous trainings, such as a

series of courses on SME governance methods and risk prevention: SME execution and scientific work management methods, legal issues and risk prevention in SME operation, marketing strategies and brand building (SMEs), corporate governance and capital operation development (SMEs), etc; There are also theoretical courses related to specific industries: for example, some theoretical courses on quality control and cultivation technology of cash crops such as apples, peaches, strawberries, etc. in Qin'an region.

Second, practical course learning: introduce the advanced experience and typical experience of some regions with similar economic types that have achieved remarkable poverty alleviation results, and inspire trainees to find places to learn from. For example, an education training was held in Beijing. With the help of the rich resources of our capital, the trainees were arranged to make many field trips according to the characteristics of Qin'an agricultural varieties. Move the classroom to the field directly, and arrange the students to teach the modern and efficient cultivation techniques of fruit trees in the teaching experiment demonstration base of China Agricultural University directly; The students were very enthusiastic and discussed with experts. The learning effect was remarkable.

Third, the arrangement of the research and discussion link: invite the township entrepreneurs who have become rich first in the region to introduce their experience, summarize the lessons of failure and successful cases, and let the trainees consult them and think about their own development path by learning from the advanced experience of the development of the first rich people in the region. For example, in a large-scale education training held in Qin'an, in addition to the theoretical teaching of teachers, the local representative leaders of township enterprises to become rich were mainly organized to introduce their experience, teach practical cases, share their experience, and have a lively on-site discussion. The learning effect was remarkable.

(3) Through education and training, the "intention and emotion" of poverty alleviation has been carried out, which has brought the emotion of helping the county closer, made poverty alleviation bring family like temperature, and promoted the poverty alleviation work to get twice the result with half the effort.

I remember that Wu Guilong, the leader of the leading group for poverty alleviation work of our school, said in the poverty alleviation mobilization meeting that poverty alleviation work should be carried out with emotion, and poverty alleviation work should be done with "heart and emotion". As the education and training work is on the front line, directly facing comrades from all levels in Qin'an, the audience has a wide influence. It is important to focus on helping the poor with feelings, and use the feelings of "family" with heart. The "Employing Emotions with Heart" was well implemented, and the training effect was twice the result with half the effort. At the same time, the distance between the two organizations was shortened, so that all work was carried out smoothly. In the process of organizing and implementing the training work to help the county based on this principle, no matter the planning of courses, the organization of learning process, or the arrangement of life, all the training work of the trainees is organized with the feelings of "family". The course arrangement is reasonable.

4. Conclusion

Material poverty is only a realistic manifestation of poverty, and the root cause of poverty is the lack of knowledge and skills of the poor. Poverty alleviation focuses on "supporting the intellect". Therefore, the way of poverty alleviation from material capital investment to human capital investment should become the strategic focus of China's targeted poverty alleviation rural revitalization in the new era. Through the practice of our school, it also shows that "intellectual support" is feasible and necessary in the targeted poverty alleviation rural revitalization.

References

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