

Research on The Dilemma and Countermeasures of Migrant Workers Returning Home to Start a Business

Hui Qiu*, Yuan He, YiMing Wang

College of Finance and Economics, Hebei Normal University of Science & Technology, Hebei, 066000, China

*Corresponding author: 1462474964@qq.com

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Abstract: The implementation of the Rural Revitalization Strategy provides development opportunities for migrant workers to return home and start businesses, and stimulates the enthusiasm of migrant workers to return home and start businesses. However, entrepreneurship is a complex process involving many subjects, full of uncertainty; In particular, returning home to start a business is more challenging. At present, migrant workers returning home to start a business face problem such as lack of Entrepreneurial Capital, lack of effective social capital, lack of entrepreneurial ability, low level of entrepreneurial industry and severe entrepreneurial environment. Based on this, this paper reflects on the difficulties faced by returning home to start a business, and puts forward effective measures to solve this problem.

1. Introduction

Migrant workers returning home to start a business means that after receiving certain funds, experience and information, farmers with migrant work experience return to their hometown to establish enterprises, develop commerce and service industry, or carry out investment in large-scale agriculture [1]. As early as 2015, the general office of the State Council issued the opinions on supporting migrant workers and other personnel to return home and start businesses. The state has created a good policy environment for migrant workers to return home and start businesses, and encouraged willing and capable migrant workers to return home and start businesses. Secondly, the employment situation in cities and towns is deteriorating. At the same time, the economic conditions in rural areas are greatly improved, and the comparative advantage of rural areas is rising. More and more migrant workers return home to start businesses, hoping to realize their life value. Although migrant workers returning home to start a business have already had the experience of working abroad, the sustainable and stable development of returning home to start a business is still restricted by various factors. Only by clarifying the problems, adhering to the problem orientation and actively taking corresponding measures, can we provide a strong guarantee for migrant workers to return home and start a business.

2. Difficulties faced by farmers returning home for Entrepreneurship

The common and special problems faced by migrant workers in terms of entrepreneurship environment and return capital are the same as those faced by migrant workers in rural areas.

2.1 Lack of venture capital

Lack of funds is the primary factor that hinders migrant workers from returning home to start a business. It will affect the sustainable development of entrepreneurship not only in the early stage of entrepreneurship, but also in the middle stage of entrepreneurship. Most of the start-up funds for migrant workers returning home to start a business come from their savings from working abroad. But in fact, most migrant workers have limited employment positions and low wages due to their low

educational background. The income from going out to work cannot support the funds needed for entrepreneurship. In order to make up for the gap of venture capital, the returning farmers' trade union chooses to borrow from relatives and friends, but this way is often not conducive to the harmonious relationship between relatives and friends, and it is also easy to cause disputes over private lending. Secondly, choose loans. However, due to the instability, high risk, long cycle and slow income of rural entrepreneurship, financial institutions prefer to invest in non-agricultural industries with high income. Obviously, neither loans nor loans can fundamentally solve the problem of lack of venture capital for migrant workers returning home.

2.2 Insufficient entrepreneurial social capital

Effective social capital is an important driving force to promote migrant workers' return home and entrepreneurship. Social capital refers to the resources brought by the position of individuals or groups in the social structure. Fei Xiaotong has long pointed out that China's rural society is a society of human relations and acquaintances, while migrant workers returning home have not established a stable interpersonal network in their hometown because they have worked abroad for many years. In the initial stage of entrepreneurship, they can only get the support of their relatives and friends in terms of capital, information and market resources[2], but this limited resource is not enough to support the long-term development of entrepreneurship; Secondly, most of the social networks established by migrant workers during the period of going out to work are also migrant workers, and they can not give enough support to migrant workers' return home entrepreneurship, so migrant workers' return home entrepreneurship lacks effective social capital.

2.3 Weak entrepreneurial ability

The success of entrepreneurship is inevitably affected by the quality of entrepreneurs. For migrant workers returning home to start a business, they must have keen market insight, advanced production technology and scientific management concept in order to adapt to the market competition environment. It is undeniable that returning migrant workers have also mastered certain experience and technology during their migrant work, but the direct effect of their migrant work experience is limited [3]. Most migrant workers who return home to start a business do not receive higher education, their cultural quality is not high, their professional skills are not strong, they lack the ability to deal with entrepreneurial risks and crises, and they cannot accurately grasp the market direction, which often leads to missed opportunities and wrong decisions.

2.4 Severe entrepreneurial environment

On the one hand, the grim entrepreneurial environment means that the infrastructure construction in rural areas is not as good as that in cities and towns. With the development of economy, the appearance of rural areas has changed significantly compared with before. However, in rural areas where infrastructure projects are just on track, there is still a lack of infrastructure in communication, transportation facilities and network engineering [4], which leads to the increase of entrepreneurial costs and the limitation of entrepreneurial channels to a certain extent, Affect the success or failure of entrepreneurship. On the other hand, it refers to the public opinion environment. The migrant workers' return home entrepreneurship meeting is considered to be a bad policy because they can't get along in the city. The rural areas lack understanding and tolerance of entrepreneurial behavior, and the cost of farmers' trial and error is high, which weakens the enthusiasm of migrant workers' return home entrepreneurship. Finally, the rural policy environment is also the influencing factor of returning home to start a business. The policy publicity about entrepreneurship in rural areas is not in place, resulting in migrant workers' lack of in-depth understanding of the policy and missing the services and information they should enjoy.

3. Measures to improve the entrepreneurial success rate of returning farmers

"Migrant workers returning home to start a business" is a subject that keeps pace with the times. More and more migrant workers choose to return home to start a business and contribute to the economic development of their hometown. In order to enable migrant workers returning home to start a business successfully and give better play to their self-worth, it is urgent to put forward measures to solve the difficulties faced by migrant workers returning home to start a business from multiple angles.

3.1 Broaden financing channels and provide financial support for migrant workers returning home to start businesses

To stabilize the return of migrant workers to start businesses, the key is to solve the problem of capital shortage, broaden the financing channels of migrant workers returning to start businesses, and lay a solid material foundation for migrant workers returning to start businesses. Governments at all levels should formulate targeted policy opinions according to the actual situation of all localities. First, solve the problem of lack of relevant services of rural financial institutions, broaden the coverage of preferential loan policies for rural entrepreneurship, relax loan conditions, increase loan amount, simplify loan process and set appropriate interest discount policies. Secondly, encourage the establishment of private lending and financing system [5], and do a good job in supervision and maintenance. We will expand the scope of financial subsidies and establish a special support fund for migrant workers returning home to start businesses.

3.2 Expand the relationship network and get rid of resource dependence

Social capital accumulation is a virtuous cycle. It is suggested that the entrepreneurial types of migrant workers returning home should be related to the industries they are engaged in before returning home. Choosing familiar fields is not only conducive to the successful development of entrepreneurship, but also will not waste the social capital accumulated before returning home. Secondly, expand the development of rural economic organizations such as farmers' cooperatives and trade unions, enable returning migrant workers to actively participate in professional training, broaden the communication circle and increase effective social relations; Finally, establish and improve the information service platform, make full use of the Internet to make the transition from traditional social capital to virtual social capital, save communication costs, combine online and offline, expand social capital and improve the entrepreneurial enthusiasm of returning migrant workers.

3.3 Strengthen entrepreneurship training and improve the entrepreneurial skills and level of migrant workers

The ability and experience of returning migrant workers are often obtained by migrant workers, which cannot support complex entrepreneurial behavior, and their own literacy needs to be improved. First, form a learning path combining "government schools and enterprises", and the government will take the lead in organizing returning entrepreneurs to vocational colleges and counterpart enterprises for special training, learning financial and management knowledge, expanding business scope and increasing income channels. Secondly, successful entrepreneurs are invited to share their entrepreneurial experience in the form of regular experience seminars and lectures, and exchange and study relevant matters. Finally, entrepreneurship is a long-term process. Entrepreneurship training should not be limited to the initial stage of entrepreneurship. There should be tracking services after training at each stage of entrepreneurship to give all-round entrepreneurship guidance and improve the entrepreneurial success rate of returning farmers.

3.4 Build a good entrepreneurial environment and encourage returning migrant workers to start businesses

First of all, rural economic development is inseparable from the construction of infrastructure. We should pay attention to the construction of infrastructure projects, formulate scientific plans in advance, refuse face projects, and improve hardware facilities to reduce the cost of entrepreneurship. Secondly, the government should guide the transformation of rural ideas, publicize modern new entrepreneurial

thinking, break through old ideas, encourage entrepreneurship back home and promote local economic development. Finally, further introduce and improve the policies to support migrant workers' return home entrepreneurship, and create a special policy publicity platform for entrepreneurship, so that returning entrepreneurs can really understand the policies, improve their understanding of the policies, guide the standardization of returning migrant workers' entrepreneurship, and create a good entrepreneurial environment.

4. Conclusion

The return of migrant workers to start businesses has driven the optimization and adjustment of rural industrial structure, accelerated the process of rural modernization, and is of positive significance to promote rural economic development. However, it is not easy to return home and start a business. This process requires the efforts of migrant workers themselves and the support and investment of all aspects. In short, to improve the entrepreneurial success rate of returning farmers, we should meet the financial support of migrant workers returning home for entrepreneurship, broaden the relationship network, enhance entrepreneurial training and create a good entrepreneurial environment, tap the entrepreneurial potential of returning farmers, actively encourage migrant workers to return home for entrepreneurship, drive the entrepreneurial passion of migrant workers and promote the steady development of rural economy.

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