



On the factors and countermeasures restricting the growth of peasant entrepreneurs — Based on the perspective of rural revitalization strategy

Shengfu Ma

Zhejiang Ocean University, Zhoushan City, Zhejiang Province, 316000

About the author: MA Shengfu (1996-), male, Han nationality, born in Weifang, Shandong Province, master candidate, research direction: Agricultural and Rural Development, Zhejiang Ocean University, Zhoushan, Zhejiang Province, 316000 767467788@qq.com

Abstract: The rural revitalization strategy is a new way to solve the problems of agriculture, rural areas and farmers in the new era. The key to solve the problems of “agriculture, rural areas and farmers” is inseparable from the important role that farmers and entrepreneurs play in the rural revitalization strategy. Under the background of rural revitalization strategy, the overall educational level of peasant entrepreneurs is low, the management mode of family enterprises is lagging behind, the rural financial system is not perfect, and the rural hollowing phenomenon seriously restricts the development of peasant entrepreneurs and rural regional economy. It is an important measure to improve the entrepreneurial management ability of farmers entrepreneurs by integrating college resources, to promote the transformation of family management to modern management, to strengthen the construction of rural financial system, and to continue to guide college students to return to their hometown to start their own businesses.

Keywords: rural revitalization strategy; Peasant entrepreneurs; Grow up; Factors and Countermeasures

The 19th National Congress of the Communist Party of China put forward the rural revitalization strategy. The rural revitalization strategy is a new idea to solve the problems of agriculture, rural areas and farmers in the new era. The key to solve the problems of agriculture, rural areas and farmers is inseparable from the important role that farmers and entrepreneurs play in the rural revitalization strategy. Farmer entrepreneurs refer to the industrial chain that takes rural areas as the source of business and promotes the transformation from traditional agriculture to modern agriculture. Based on agriculture, they integrate production, processing and sales with the use of market and modern technology to realize the integrated development of agriculture, industry and trade. It can be seen that the growth of peasant entrepreneurs is bound to drive the rapid development of rural economy. Although the rural revitalization strategy and the urban-rural integration strategy provide favorable conditions for the growth of peasant entrepreneurs, there are still some factors restricting the growth and development of peasant entrepreneurs.

1. The connotation of the growth of peasant entrepreneurs

Found that in hownet to retrieve the domestic academic research, studies of entrepreneurs and young entrepreneurs grow connotation is rich, and the study of connotation of the farmer entrepreneur growth is still in the exploratory stage, has not yet put forward a clear definition, notes based on entrepreneur’s growth, the understanding of young entrepreneurs grow and farmer entrepreneur, puts forward the connotation of the farmer entrepreneur growth, farmer entrepreneur growth refers to the farmer entrepreneur in the process of the development of rural enterprises, through the training, independent study, visit and so on ways to improve their professional knowledge of agriculture, agricultural

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professional ability and management level of human capital, Through the use of government departments, financial institutions, suppliers, sellers, friends and family information and resources to expand their enterprise scale, agricultural products projects, sales channels and scope, enrich their social capital, so as to achieve a better and faster growth of rural enterprises.

2. The factors that restrict the growth of peasant entrepreneurs

2.1 The overall educational level of peasant entrepreneurs is relatively low

As a developing country, the dual economic system still exists in China. Under its influence, China's educational resources tend to be in cities, and the educational level in cities is obviously higher than that in rural areas. Relevant data show that about 40% of China's peasant entrepreneurs have junior high school and primary school education, about 40% have senior high school education, and only about 20% of peasant entrepreneurs have college education or above [1]. With the continuous development of modern agriculture, the more the lack of high-quality farmers entrepreneurs to lead the development of rural enterprises, the more difficult to achieve agricultural modernization. According to statistics, the average life expectancy of private enterprises in developed countries for 23 years, the private enterprises in our country's average life expectancy is only about six years, rural enterprises live shorter lives [2], the main reason is the low cultural quality of farmer entrepreneur, can not adapt to today's informatization, specialization, knowledge-based era of high-speed development, the lack of market consciousness and open eyes, only immediate interests, failing to consider the long-term development of the enterprise. Scholar Zhu Dongying (2002) believes that the improvement of cultural quality is conducive to the formation of innovation ability, and cultural quality is the basis and premise of innovation ability [3]. Entrepreneurs with innovative spirit can maximize profits and upgrade products by optimizing the allocation and recombination of production factors, so as to realize the vigorous development and long-term stability of enterprises. Entrepreneur Jack Ma, attending the "Jack Ma Rural Talents Plan Launching Ceremony", stressed that only when rural education is good, can China have hope. Thus it can be seen that only by improving the level of education in rural areas can the development of rural entrepreneurs and rural economy be beneficial

2.2 The family enterprise management mode lags behind

China is a country where family values are very important, especially in the countryside. When rural entrepreneurs choose partners at the beginning of their business, their first choice is their own family members. Compared with outsiders, they trust their own family members more. These family members are regarded as loyal and highly valued, and become important managers of the enterprise. Because of the low level of cultural quality of farmers entrepreneurs and family members, the thought is feudal, most of them manage the enterprise according to their own will, and lack of effective scientific management methods. With the growth of enterprises, various interest groups will form inside enterprises. Due to the complex emotional relationship, farmers' entrepreneurs will be more complicated in dealing with the interest relationship, and even in a dilemma. When family members violate the rules and regulations of the company, farmers and entrepreneurs mostly turn a blind eye because of their close family relationship. Another family enterprise external resources and energy has exclusive role, in general, outsiders are difficult to enjoy equal rights, their mentality, always for migrant workers, lack of motivation, enterprise's management and decision they have almost no voice, in the past for a long time, because it is difficult to absorb external talent, rural enterprises will limit the growth of ^[4]. As Liu Yongxing, president of New Hope Group, puts it: "The biggest drawback of family business is that social elites can't get in. The brothers are at the top of the business, and outside talent is not allowed in. Similar thinking with the family is not groundbreaking. Everyone has their own ideas. It's hard to make a decision and it's easy to lose business opportunities".

2.3 The rural financial system is not sound

Affected by long-term constraints of dual economy system of our country, urban and rural economic development gap is widening, the level of rural economic development seriously lagging behind the city, urban and rural financial resources allocation serious imbalance, rural entrepreneurs find it difficult to get enough through bank loans and other formal channels of venture capital, most of the money raised through farmer entrepreneur to borrow from his relatives

and friends, and at the beginning of the enterprise was established in facing money problems, shortage of capital determines the enterprise scale is small, slow start, anti-risk ability is weak, which limits the development of enterprise. The backward rural financial system seriously restricts the development of rural regional economy and the growth of rural entrepreneurs, and restricts the transformation from traditional agriculture to modern agriculture. Nowadays, there are many problems in China's rural areas, such as imperfect financial system, imperfect institutional mechanisms, incomplete institutional functions, inadequate support policies and poor infrastructure. This makes it difficult for China's rural finance to meet the diversified needs of rural financial service system and the needs of rural revitalization strategy.

3. The countermeasures of cultivating peasant entrepreneurs in the rural revitalization strategy

3.1 Integrate university resources to improve the entrepreneurial management ability of farmers' entrepreneurs

At present, the focus of China's education investment is actually still urban, rural education level is still very low. Due to the limitation of education level, farmers' entrepreneurs lack of information and professional knowledge, market consciousness and open vision. At the same time, due to the impact of low level of education and geographical isolation, a considerable number of agricultural entrepreneurs lack entrepreneurial innovation consciousness and enterprise management ability. Therefore, it is necessary to cultivate farmers' entrepreneurial skills and management skills, and cultivate farmers entrepreneurs with entrepreneurial ability, entrepreneurial skills and management skills. Only when farmers' cultural quality is generally improved can their entrepreneurial ability and management ability be improved, and farmers' entrepreneurs can emerge constantly.

By integrating the educational resources of colleges, higher vocational colleges and agricultural specialized technical secondary schools, a farmer vocational education and training system with advanced, intermediate and primary education complementing each other has been established. The demand of modern agricultural production technology is an important content of farmer vocational education and training system. Therefore, modern farmers with certain professional quality can be cultivated through primary, intermediate and advanced training levels. Primary training mainly through short-term consulting training, network teaching, night classes to provide timely courses and technical guidance, improve the level of knowledge, agricultural technology, improve agricultural production and management ability; Intermediate training can rely on technical secondary schools, agricultural school training centers and other institutions to provide more systematic vocational education, cultivate the entrepreneurial spirit of farmers, independent management ability and professional agricultural skills of professional farmers; Advanced training can rely on agricultural colleges and higher vocational colleges to train modern farmer entrepreneurs who dare to start a business, have the courage to innovate, have market vision and professional level[6].

3.2 Promote the transformation from family management to modern management

With the continuous expansion of business scope and scale of enterprises, the disadvantages and contradictions of family business model gradually appear, which affect the growth of peasant entrepreneurs and the further expansion of enterprises. Therefore, the government and peasant entrepreneurs should take active measures to realize the transformation of rural enterprises from traditional management mode to modern management mode. First of all, enterprises can introduce points management system, points management refers to the use of points to quantify and evaluate the work of employees. Entrepreneurs can prioritize employees' attendance, work conditions and daily performance by number, and make regular assessment. Everyone's ranking and score are public, and everyone can see their own and others' work. Employees with higher scores will be rewarded, while those with lower scores will be trained and transferred. Therefore, it can effectively stimulate the work enthusiasm of employees. Even if the family members are punished because of low score, they can only choose to work hard based on their own performance.

3.3 Strengthen the construction of rural financial service system

Since implement the strategy of rejuvenating the country, in the beginning in our country, venture capital mainly comes from their friends and relatives for farmers, the lack of funds, to become a "stumbling block" of the development

of rural enterprises, and farmer entrepreneur want to through normal channels for venture capital is not so easy, so in order to meet the needs of farmer entrepreneur to venture capital, the government should perfect rural credit services, improve the microfinance services. First, further strengthen the construction of the rural financial service system, speed up the reform of the Agricultural Development Bank and rural credit cooperatives, expand their business scope, and increase medium - and long-term credit services, such as agricultural development, irrigation and water conservancy capital construction credit business, to provide fast, high-quality financial services for “agriculture, rural areas and farmers”. Second, establish rural fund return mechanism. Expand the range of deposit interest rates of rural credit cooperatives, strengthen the fund organization capacity, and increase the central bank’s support for the re-loan of rural credit cooperatives; Third, we need to expand agricultural support. We will develop rural start-up loans and other products.

3.4 Continue to guide college students to return to their hometowns to start businesses

After college students return home to start their own businesses, a large number of college students eventually leave the countryside and return to the city for development due to the restriction of relevant aspects, or due to the influence of practical factors such as development space and difficult conditions. First, set up a government guide fund. Increase financial support for rural entrepreneurship projects for college students, solve the problem of shortage of funds for college students at the beginning of entrepreneurship and in the development and growth stage of enterprises, and let college students have free hands and feet to develop within a certain range. Second, reward college students for their achievements. Government departments should give policy help and support to college students who are willing to start businesses and develop in rural areas. Students who have done some work in rural areas and created certain economic value will be given certain material and spiritual rewards, so as to attract more college students to return to their hometowns to start their own businesses and help rural development. Finally, government departments should do a good job in the publicity of college students returning to their hometown to start their own businesses. Inculcate the idea of college students returning home to start a business, strive to change the rural traditional idea of college students returning home to start a business is not promising, improve the status of college students returning home to start a business.

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