

Study on the Dilemma and Realisation Path of Entrepreneurship of College Students Returning to Rural Areas under the Background of Rural Rejuvenation

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Abstract

Purpose – The main purpose of this article is to explore the difficulties and implementation methods of Chinese college students returning home to start businesses. The purpose is to help Chinese university students understand the current situation of innovation and entrepreneurship in China, cultivate their love for the motherland, broaden their horizons, and acquire knowledge. The key is to enhance their sense of social responsibility, innovation ability, and practical skills.

Design/Methodology/Approach – Based on China's rural rejuvenation, the government, universities, enterprises, society and other innovation and entrepreneurship resources are used to design feasible plans for Chinese university students to innovate and start their own businesses.

Findings – This provides theoretical reference for the construction of innovation and entrepreneurship courses for Chinese college students and the formulation of policies by the Chinese government for college students to return to their hometowns for innovation and entrepreneurship.

Research Implications – To actively explore effective paths and specific strategies for rural college students to return to their hometowns to start their own businesses. Promote the development of agricultural modernisation and inject new vitality into the construction of beautiful countryside.

Keywords: rural rejuvenation, start their own businesses, realisation paths, College Students

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I. Introduction

Rural rejuvenation is the key to promoting the modernisation and development of agriculture and rural areas and prospering the old village economy. It is necessary to strengthen the support of agricultural science and technology and equipment, consolidate and expand the results of poverty alleviation, promote the high-quality development of rural industries, broaden the channels for farmers to increase their income and become rich, solidly promote the construction of livable and beautiful villages, and improve the rural governance system led by the Party organisation (China.gov.cn, 2023). The revitalisation of rural industries is the primary issue in the turnaround of rural rejuvenation, and the increase of farmers' income and the realisation of farmers' prosperity mainly rely on the prosperity of the agricultural industry. The development and prosperity of industries mainly rely on the support of innovative talents. China focuses on cultivating valuable talent resources are college students. Especially agricultural college students have rich theoretical knowledge, management concepts and pioneering spirit. It is an important force and advantage to help rural industrial development. However, due to subjective and objective reasons, the lack of enthusiasm of college students to return to their hometowns to participate in rural construction has become a real problem that is difficult to promote and urgent to solve for agriculture-related college students to return to their hometowns to participate in rural rejuvenation. On this basis, comprehensively understand and grasp the current subjective problems of college students, and analyse the objective factors affecting college students' return to rural entrepreneurship. To clarify the nature and significance of the current college students to return to their hometowns to start their own businesses, and to actively explore effective paths and specific strategies for rural college students to return to their hometowns to start their own businesses. Promote the development of agricultural modernisation and inject new vitality into the construction of beautiful countryside.

II. The significance of college students returning to their hometowns to start their own businesses

1. Help solve the employment difficulties of college students

China's 2024 college graduates are expected to reach 11.79 million. The structural contradiction of the co-existence of recruitment difficulty and employment difficulty is prominent. The problem of structural unemployment is getting more and more serious, and the employment situation of college students is even more severe. Under the increasingly severe employment situation, actively promoting the entrepreneurship of college students returning to their hometowns has become an important channel to solve the employment problem of college students. rural rejuvenation needs the support of talents, especially high-quality talents. However, the aging of rural areas is serious, the cultural level is generally low, and a large number of educated and qualified youth groups are needed to develop the rural economy. College students can use the professional knowledge they have learnt during their university studies, make use of the unique geographical conditions of the countryside and the self-media platform, and develop the Internet economy and the rural characteristics of the tourism industry and so on according to local conditions. The entrepreneurship of college students returning to their hometowns not only solves their own employment, but also promotes the employment of surplus labour in rural areas, and achieves the organic combination of their own development and rural development.

The construction of the service guarantee system of college students returning to their hometowns to start their own businesses can promote college students to actively participate in innovation and entrepreneurship-related practical activities, and realise the purpose of entrepreneurship to promote employment. Thus, it serves the strategy of rural rejuvenation and the strategy of giving priority to employment.

2. Help break the bottleneck of the shortage of skilled personnel in rural areas

China's rapid economic development, urbanisation has also developed rapidly, and new generations of farmers are leaving the countryside one after another, thus leading to a shortage of young and strong labour and technical personnel in rural areas. This has greatly reduced the efficiency of rural agricultural production, and caused some obstacles to the implementation of rural rejuvenation strategy. College students are intellectual youth in the forefront of the times, receiving higher education, systematic study of emerging science and technology. The development of agriculture can not be separated from the assistance of science and technology, how to create a scientific planting environment, the implementation of the concept of sustainable development, is one of the important contributions that college students can make to agricultural development. Advanced agricultural technology is the first productivity of agricultural development. Modern agricultural development is far from being able to significantly improve agricultural productivity by relying solely on artificial. College students have received higher education, college students return to their hometowns to start their own businesses can improve the unfavourable situation faced by rural areas from the technical personnel. College students can use the advanced agricultural technology and theoretical knowledge they have learnt to help and drive the development of the rural economy.

3. Favourable to promoting the development of rural Internet economy

In the era of digital economy, no Internet is equivalent to isolation. With the emergence of the Internet, the use of e-commerce platforms to dock agricultural resources has gradually become one of the ways to enrich farmers. rural rejuvenation background, the construction of 'farmers - universities - local government' of the college students' innovation and entrepreneurship project e-commerce platform, and actively explore and broaden the feasibility of the realisation of the sales channels of agricultural products. Path to promote the rapid development of the Internet economy to the countryside. In the traditional economic era, there is an information gap between market demand and agricultural development. The market demand cannot be understood by the countryside. The commodities produced in the countryside can't be understood by the outside world, and the huge information gap has caused a large number of agricultural and sideline products to stagnate. Nowadays, the rapid development of the Internet platform, jittery voice, Taobao, Pinduoduo and other kinds of Internet trading platform has been widely known. College students returning to their hometowns to start their own businesses can make full use of their knowledge of the Internet to build an Internet platform to sell agricultural products. Agricultural development on the stage of the Internet, will accurately and quickly docking market demand. Not only to help farmers on the road to prosperity, but also to allow people to buy green and healthy agricultural products.

4. Beneficial to the realisation of college students' own value

Influenced by multiple factors, the current urban employment situation is still severe. Returning home to

start a business has undoubtedly become one of the important channels for college students to realise their own value and social value. The entrepreneurship of college students returning to their hometowns is not only promising, but also can make great achievements. College students are rich in scientific and cultural knowledge and are highly innovative. They have good understanding and adaptability, and are energetic. Their own quality meets the needs of rural development and is the backbone of rural rejuvenation. Encouraging and guiding college students to return to their hometowns to start their own businesses is not only a response to the national call for 'double creation' and the strategy of rural rejuvenation, but also conducive to the realisation of college students' own values, and at the same time, they can also realise their social values..

III. Difficulties of college students returning to their hometowns to start their own businesses

1. Problems of college students' own quality

College students' job competence is insufficient (Huang Zhaoxin et al., 2016). Although college students are rich in theoretical knowledge, but due to the lack of social practice activities, resulting in college students are unable to apply the theoretical knowledge they have learnt in the practice of returning to their hometowns to start their own businesses. Fostering pioneering individuals is as important as it is for salaried individuals. This is because employing organisations or individuals are placing more and more emphasis on employees' pioneering, risk-taking, entrepreneurial and independent working abilities, as well as technical, social and managerial skills, in addition to their career achievements (Wong Siu-shun, Wong Chi Keung, 2013). Some entrepreneurial college students lack social experience and have not received systematic training in innovation and entrepreneurship during their school years. Therefore, they are often ill-prepared for innovation and entrepreneurship related knowledge and have low resistance to setbacks. They are unable to find a solution when they encounter setbacks in entrepreneurship and are unable to withstand psychological pressure, which results in the halfway cancellation of their entrepreneurial projects. In addition, due to the lack of participation in innovation and entrepreneurship practice during the school period, the understanding of innovation and entrepreneurship related policies is not thorough. As a result, the argumentation of entrepreneurial projects is insufficient, and many practical problems are encountered when returning to their hometowns to start their own businesses.

2. Bound by family concepts

In the traditional employment concepts of parents and society, both parents of rural college students and parents of urban college students do not support their children to start their own business in the countryside after graduation from college. In the eyes of most parents, going to college and finding a decent and stable job after graduation, and finally returning to their hometowns in good clothes is the career development course for college students. They don't want their children to return to the countryside to start their own business after graduation. The main reasons for this include the following: Firstly, the public opinion generally gives high expectations to college students and holds prejudice against rural areas. It is believed that college students return to the countryside to start a business is unable to find a job of no choice. Instead of reporting the spirit

of ‘the heart of the countryside in return’ to return to help the development of their hometowns, is a very shameful thing. Especially parents in rural areas, there is still the idea that after going to college, you can get rid of the identity of farmers. It is not easy for children to go to university after a lot of difficulties, parents do not want their children to return to their hometowns after graduation to suffer from the ridicule of their neighbours. Staying in the city to work to bring honour to the family, so do not support their children to return to the countryside after graduation. Secondly, college students returning to their hometowns to start their own businesses do face a lot of uncertainty. After all, there is a certain risk of entrepreneurship, in case of entrepreneurial failure, not only failed to create income, but also a loss of entrepreneurial capital. Especially in the post epidemic era, the entrepreneurial situation is more serious, entrepreneurial risk is greater. If the family conditions are favourable, parents may support their children to return to their hometowns to start their own businesses. On the contrary, returning home to start a business will not only fail to bring benefits to themselves and their families, but also may bring unnecessary financial burdens to their families. In this case, the majority of parents will not support their children to return home to start their own business. Thirdly, both urban and rural college students have parents who have struggled in the countryside. They are well aware of the hardship in the countryside and do not want their children to go through the struggle in the countryside again.

3. The entrepreneurship education system in universities is not perfect

Strengthening innovation and entrepreneurship education is an important measure to promote the comprehensive reform of higher education and improve the quality of talent cultivation, while the current problem of disconnection between entrepreneurship education and professional education is prominent (Huang Zhaoxin, Huang Yangjie, 2022). The main reason why college students have rich professional knowledge but insufficient knowledge related to entrepreneurship is that dual-creation education in colleges and universities is not popular enough and not deep enough. Chinese colleges and universities have not yet established a relatively perfect innovation and entrepreneurship education system for college students. Teachers and platforms for innovation and entrepreneurship education do not match the higher education system. In the process of innovation and entrepreneurship education, too much attention is paid to theoretical knowledge, and there is a relative lack of practice in innovation and entrepreneurship. The social practice ability of college students is seldom cultivated, resulting in the shallow knowledge and application of innovation and entrepreneurship among college students. In terms of curriculum, innovation and entrepreneurship courses are seriously disconnected from social and economic development. Often lagging behind the pace of social and economic development, there is an urgent need to establish a curriculum development system that can keep pace with the times. So much so that college students are frequently frustrated in specific innovation and entrepreneurship practice activities. Most Chinese college students in the process of entrepreneurship, entrepreneurial passion is high, impulsive entrepreneurship phenomenon is more common. They do not make sufficient arguments before starting a business, and participate in entrepreneurial activities only on impulse, and eventually suffer from repeated setbacks in the process of entrepreneurial practice. Not only do they have to bear the consequences of entrepreneurial failure, but also have a negative impact on the students around them who are willing to start their own business. The lack of professional entrepreneurial skills training and professional entrepreneurial experience is attributed to the insufficiency of entrepreneurship education in colleges and universities.

4. Inadequate government service system

In terms of the operability of entrepreneurship support policies, the supply of tax policies and financial policies to support college students' entrepreneurship is insufficient and weak, and the relevant support policies have not yet been improved, so that college graduates do not have enough motivation for employment and entrepreneurship in rural areas. Since the 20th Party Congress, the comprehensive and coordinated promotion of rural rejuvenation strategy and employment priority strategy has received extensive attention from the society, colleges and universities and governments at all levels. The entrepreneurship of college graduates returning to their hometowns and rural rejuvenation have an intrinsic logical relationship, supporting and promoting each other. rural rejuvenation is the key to industrial revitalisation and talent revitalisation. College graduates return to their hometowns to start their own businesses to provide the necessary talent guarantee and talent support for rural rejuvenation. The employment pressure of college students is mainly due to the structural contradiction between the employment market demand and the talent training mode of colleges and universities. Government departments have not yet established a coordinated mechanism to co-ordinate the training of college talents and the social employment market, resulting in poor communication between colleges and society. Most of the local government departments in China still need to improve their support for talent cultivation in colleges and universities and entrepreneurship in their hometowns. The synergistic departments established by government departments as well as the relevant policies on blood collection and entrepreneurship support have not yet been put into practice, or the implementation of the policies is lagging behind. In addition, the backwardness of China's rural infrastructure construction is also one of the hindering factors for college students to return to their hometowns to start their own businesses.

IV. The realisation path of college students returning to their hometowns to start their own businesses

1. School-local co-operation to cultivate students' entrepreneurial ability

The cultivation of college students' entrepreneurial ability should be based on specific entrepreneurial practice. Local colleges and universities liaise closely with local governments to cultivate higher talents who can serve the development of local regional economy. Local governments have issued corresponding documents, calling on the Federation of Industry and Commerce, industry associations, enterprises and institutions to support and help college students to participate in internship practice activities. It is convenient for college students to go to 'society' in advance, to understand the needs of society, to cultivate innovation ability, and to reserve innovative talents for local economic development. Local colleges and universities can join hands with resident governments to set up 'resident college student entrepreneurship volunteer service centres'. The volunteer service centre will be jointly managed by the innovation and entrepreneurship department of the university and the resident industry and commerce association or chamber of commerce, and recruit college students who are willing to start their own business to join the volunteer service team. Visiting grass-roots industrial and commercial administrative departments and business entities. Conduct extensive research on the registration, supervision and support policies of local enterprises and individual businessmen. In the process of research, we will continuously improve our cognitive ability and practical ability. On the basis of in-depth research and

argumentation, we will endeavour to provide advice and suggestions to the local government's decision-making departments on the business environment. After familiarising themselves with the local business environment, they will actively promote the innovation and entrepreneurship policies of students and the local business environment on campus. Encourage and guide qualified students to actively participate in entrepreneurship practice and improve their innovation and entrepreneurship ability. The volunteer service centre for College Students' entrepreneurship is allocated special funds by the local government. Relying on volunteer services to optimise both the local business environment and improve students' entrepreneurial cognitive ability and entrepreneurial practice ability.

2. Improvement of entrepreneurship service system

Comprehensively optimise the rural entrepreneurial environment, through the entrepreneurial policy platform to create a good policy environment and practice innovation path for the second generation of college students in agriculture to start their own business (Sun Yu, 2018), to attract more higher talents for the comprehensive promotion of rural rejuvenation. Local governments rely on national financial institutions to set up innovation and entrepreneurship funds for college students to return to their hometowns, and provide 'one-stop' services for college students' entrepreneurial projects. They also provide free entrepreneurial guidance services and a variety of entrepreneurial counselling services for college students who wish to start their own businesses. Under the policy guidance of comprehensively promoting rural rejuvenation, local governments have refined the supply and demand statistics of rural industries and industry layout to provide accurate statistical information for College Students' entrepreneurship. With the government taking the lead, through the implementation of relevant entrepreneurship policies, utilising tax, financial and other entrepreneurship preferential policies, more opportunities are created for college students to return to their hometowns to start their own businesses. Actively introduce college students into the rural rejuvenation strategy, give full play to the professional and technical advantages of college students, rural rejuvenation to add bricks and mortar. In addition, local governments optimise business incubation bases, and actively provide idle business incubation bases to college students free of charge; optimise the business environment, learn from the model of college student student loans, abolish the counter-guarantee policy of college student entrepreneurial loans, increase the support of college student entrepreneurial guaranteed loans, and provide entrepreneurial financial support for college students returning to their hometowns to start their own businesses. Gu Hui (2021) proposes that in the start-up stage of entrepreneurship, the government helps to put the returning entrepreneurial college students 'on the horse'. In the stage of entrepreneurship development, the government focuses on the role of the government for the entrepreneurial enterprises to 'send a ride'. Build a service-oriented government and improve the efficiency of administrative services of local government departments. Especially in the areas of industry and commerce, taxation, urban management, finance and other areas to simplify the process and administrative approval procedures. Establish a special government service platform to facilitate communication between college students returning to their hometowns for entrepreneurship and local government departments using the Internet platform. So as to promote the smooth implementation of college students returning home to start their own businesses. Broaden private financing channels, and actively guide social capital to help students return to their hometowns to start their own businesses. Local governments should actively guide social organisations and enterprises to participate in the action of college students returning to their hometowns to start their own businesses, and raise funds for college students returning to their hometowns to start their own businesses

through the establishment of industry associations. The formation of government, social organisations, enterprises, industry associations and other multi-channel sources of funding, and effectively solve the problems of college students' entrepreneurial financing.

3. Improvement of Innovation and Entrepreneurship Education System in Colleges and Universities

The development of local colleges and universities in China all have their own particularities. It is necessary to get rid of the past path dependence, but also to explore their own development paradigm from the system level. In reality, it is often the case that innovation and entrepreneurship education is disconnected from professional education, and finally there is a phenomenon that innovation and entrepreneurship education is not connected with professional education. The reform of innovation and entrepreneurship education system in local universities requires a timely change of concepts. Directional, systematic and holistic changes are made to the existing higher education philosophy, structural form and development model, and a sense of the big picture and dedication is established. Provide more talent delivery for the rural rejuvenation strategy (Qian Xingcheng, 2023). Incorporate support for the comprehensive advancement of rural rejuvenation into school development planning, further promote the systematisation and scientisation of innovation and entrepreneurship education in colleges and universities, focus on cross-cultivation of disciplines, and cultivate college students' awareness of innovation and entrepreneurship. Actively open the 'three rural' related disciplines, and provide corresponding knowledge and technical counselling for college students to return to their hometowns to start their own businesses. Colleges and universities should deepen the supply-side reform of talent cultivation, set up teaching teams and formulate talent cultivation programmes based on the actual development of the region, so as to ensure that the cultivation of talents is in line with the needs of rural development. According to the needs of rural talents, employing dual-teacher talents with experience in 'three rural areas' to join the field of innovation and entrepreneurship education for college students and publish teaching materials in cooperation. Local colleges and universities should play the role of supporting talents in the rural rejuvenation strategy, and take the responsibility of cultivating students with the spirit of innovation and entrepreneurship. They should be responsible for cultivating high-quality talents who can serve the country, society and people, and ensure that the teaching activities related to entrepreneurship of college students returning to their hometowns can play a positive role.

4. Creating favourable opportunities and conditions for College Students to return to their hometowns to start their own businesses

Colleges and universities, the government and the innovation and entrepreneurship authorities should actively consult with each other to actively build an innovation and entrepreneurship service platform for college students. Provide network technology services and information consulting services for college students returning to their hometowns to start their own businesses. Diversify the form of entrepreneurship, so that students with entrepreneurial will can have the ability to return home to start their own business. Broaden the existing entrepreneurial market for college students. In order to implement the policy of entrepreneurship. In the process of specific practice, local universities, governments and innovation and entrepreneurship authorities through the creation of WeChat groups, WeChat public number and innovation and entrepreneurship services,

such as self-media platforms, timely release of valuable information related to entrepreneurship in their hometowns. Through multiple dimensions of in-depth analysis and interpretation of the national policy, so that the province and even the country-wide college students timely understanding of entrepreneurial policies, as well as the significance and value of entrepreneurship back to their hometowns. In addition, local government rural rejuvenation agencies should focus on creating 'a village a product' from product positioning, branding, trademark design and other aspects. Combined with the local agricultural characteristics of the local conditions to create 'a village a product' characteristics, leading the development of rural industry into the accelerated development track. Do a good job of basic security work for the return of entrepreneurial college students. In the process of cultivating college students' entrepreneurial talents, step by step, gradually cultivate college students to return to their hometowns to start their own business models. The role model demonstration effect will directly affect the entrepreneurial self-efficacy of college students. 'Seeing the wise and thinking of Qi Yan, seeing the unwise and internal self-reflection also' Excellent entrepreneurial college students, as 'virtuous' entrepreneurial college students, are the role models of entrepreneurial college students, which can inspire other college students to follow and emulate, and increase confidence in guiding the smooth progress of entrepreneurial work of college students returning to their hometowns. Entrepreneurial college students can learn lessons and inspiration from the credible and contagious stories of excellent entrepreneurship in their hometowns. They can get the psychological resonance and self-efficacy of 'if the model can do it, I can do it too'. At the same time, local government rural rejuvenation agencies should also actively prepare for the establishment of 'mobile stations for returning to their hometowns to start businesses'.

V. Conclusion

Entrepreneurship of college students returning to their hometowns is a systematic project to help the strategy of rural rejuvenation and employment priority strategy. Local governments, colleges and universities, enterprises and social organisations need to establish a collaborative support system and a long-term support mechanism. All efforts should be made to ensure the integrated development of rural rejuvenation and college students' innovation and entrepreneurship.

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