

A Study on the Strategies of the Mass Entrepreneurship and Innovation Talent Training in Agricultural Colleges and Universities of China by the Spirit of Beidahuang

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Abstract

Under the background of "mass entrepreneurship and mass innovation", the education of innovation and entrepreneurship in agricultural colleges and universities of China has gradually developed and made some achievements, but it also faces more problems. This paper considers the present situation and problems of education in agricultural colleges and universities, and introduces the spirit of Beidahuang into the cultivation of mass entrepreneurship and innovation talents in agricultural colleges and universities, in order to explore how to use the abundant resources of the spirit of Beidahuang to improve the quality of mass entrepreneurship and Innovation talent training and finally improve the comprehensive quality of agricultural talents.

Keywords: The Spirit of Beidahuang; Agricultural Colleges and Universities; Entrepreneurship; Innovation.

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INTRODUCTION

At the 19th National Congress of the Communist Party of China, President Xi Jinping, on behalf of the eighteen central committees, delivered a report to the Congress entitled a decisive victory in building the Xiaokang in all respects and striving for the great victory of socialism with Chinese characteristics for a new era. The report makes clear the implementation of the strategy of rural revitalization. The issue of agriculture, rural areas, and farmers is fundamental to the national economy and the people's livelihood, we must always take the "three rural issues" as the top priority of the Party's work and speed up the modernization of agricultural and rural areas [1]. Therefore, the CPC Central Committee and the State Council attach great importance to the great responsibility and mission of agricultural colleges and universities in the implementation of the strategy of rural revitalization. Let them take root at the grass-roots level, serving agriculture, rural areas, and farmers, help rural revitalization, and provide support for the modernization of agricultural science and technology.

Agricultural colleges and universities are responsible for the training of specialized personnel for the development of agriculture in the country, innovation and entrepreneurship education is an

important link to promote innovation and development in agriculture. Through the training of a few professional basic knowledge solid, innovative awareness and practical ability of high-quality agricultural personnel. Let them take root at the grass-roots level, serving agriculture, rural areas, and farmers, help rural revitalization, and provide support for the modernization of agricultural science and technology. Agricultural colleges and universities should integrate the spirit of Beidahuang into the process of cultivating mass entrepreneurship and innovation talents, make use of the Great Northern Wilderness's rich practical teaching resources, draw on the strength of the Spirit of Beidahuang, to cultivate innovative and responsible agricultural personnel.

The Present Situation and Problems of "mass entrepreneurship and innovation" Education in Agricultural Colleges

Mass entrepreneurship and innovation" education concept lags behind

On September 26, 2017, the Globalizations think tank (CCG) released the "China College Student Innovation and Entrepreneurship Survey Report 2017." To investigate the development of innovation and entrepreneurship education in 100 colleges and universities in China. Students in agriculture are far less

interested in innovation and entrepreneurship than in other majors, according to the report. The "Employment Report for Chinese College Students 2019," released by the McCoy Institute, shows the highest level of professional relevance for the class of 2018 was in medicine (93%), The lowest degree of professional relevance was in agriculture (57%). Causes of the above findings: (1) Many people still have a more traditional view of agriculture, they believe that learning agriculture is poor and backward, When college students choose a university major, there are very few first-time applicants for agronomy. (2) As a student hope to learn the professional job is easy to find, high wage returns, and agricultural input cycle long, slow effect. (3) Compared with science and technology, medicine, finance, and other colleges and universities, agricultural colleges and universities still big gaps in the strength of running schools, the introduction of talents, the cultivation of students, the input and output of scientific research and so on.

"Mass entrepreneurship and innovation" education lacks professional teaching staff

At present, the construction of teachers in agricultural colleges and universities is one of the important factors affecting the training effect of mass entrepreneurship and innovation talents. But many agricultural colleges and universities "innovation and entrepreneurship foundation" courses are undertaken by ideological and political counselors and other professional teachers. These teachers themselves lack the professional background and the practical experience of innovation and entrepreneurship. It is difficult for students to understand the development of agricultural industry and the future prospects of the agricultural industry through the classroom, these problems lead to the mass entrepreneurship and innovation teaching classroom interaction is not strong, activity participation is not high, mass entrepreneurship and innovation spirit cultivation effect needs to be strengthened.

"Mass entrepreneurship and innovation" education guarantee system is not perfect

At present, most agricultural colleges and universities in China are exploring mass entrepreneurship and innovation talent training methods, training mechanisms. For example: to guide college students to participate in the "Challenge Cup" National College Student Series Science and Technology Academic Competition and other kinds of the entrepreneurship design competition, building a curriculum system for innovative entrepreneurship education, building a College Students Start-up Base. However, there are still many problems in the training system of agricultural colleges and universities, which cannot match the agricultural reform and the transformation of the agricultural industry in China, and there is a gap between the specifications of agricultural

talent export and the requirements of agricultural construction development.

The Conformity of the spirit of Beidahuang and mass entrepreneurship and innovation talent training in Agriculture and Forestry

The Beidahuang refers to the original wasteland, the bad climate, swampy, wild animals, nothing but wild, unexplored country, and virtually uninhabited in northeast China. But the Beidahuang has abundant water resources, one of the three black soil belts in the world. The state did not solve the problem of people's food and clothing after the founding of New China, many people under the government Supported began to carry out an organized development of the Beidahuang. In the course of the development and construction of the Beidahuang, the pioneers from generation to generation obedience to the spirit of "painstaking efforts of pioneering spirit, the innovative spirit of daring to open, the unity spirit of pay attention to the interest of the whole, the service spirit of selfless dedication" under the specific historical conditions and extremely difficult environment, stepping into the wasteland, setting up farms, Fighting heaven and earth. The increase in grain production has been achieved, and the shortage of grain in the new China has been alleviated. After 60 years of development and construction, the Beidahuang has 113 large-scale agricultural and pastoral farms, over 2,000 enterprises, 2.37 million hectares of cultivated land and 1.778 million people. The land of the Beidahuang land has been solved the problem of food and clothing for the Chinese people. On the afternoon of September 25, 2018, President Xi Jinping in China went to the agricultural construction Sanjiang branch of Heilongjiang Farms and reclamation to inspect the grain production and harvest, feeling that the great changes of the Beidahuang has played a major role on solving the problem of food and clothing for the Chinese people [2].

Painstaking efforts of the Beidahuang spirit and Cultivation of Entrepreneurial Talents

The Chinese nation has always been known for its ability to the hardworking and frugal. The spirit painstaking efforts of not afraid of difficulties and hard work have always been regarded as the essential spiritual strength of entrepreneurial officers. The way of innovation and entrepreneurship will not be smooth, doomed to be full of ups and downs and hardships, which requires college students to have the courage to overcome difficulties and perseverance. College students in the process of the mass entrepreneurship and innovation can overcome many difficulties with the quality of hard struggle, and finally realizing the dream of innovation and entrepreneurship [3].

Since the development and construction of the Beidahuang, the Communist Party in the reclamation area has paid great attention to encouraging and

encouraging people with painstaking efforts of the Beidahuang spirit. Agricultural colleges and universities introduce the spirit of Beidahuang into the education of innovative entrepreneurship, which can effectively help college students find the fulcrum of ideals and beliefs in entrepreneurship.

The innovative spirit of daring to open of the Beidahuang spirit and Cultivation of Entrepreneurial Talents

In the process of development and construction of the Beidahuang, the production construction, management and distribution of reclamation areas appeared serious disadvantages and seriously hindered the development of Beidahuang, because of the lack of management experience in the state farms. The Beidahuang people adhere the innovative spirit of daring to open to actively reforming the management system of reclamation areas, setting up family workers' farms, introducing foreign capital and technology, promoting agriculture through science and technology, and enhancing the comprehensive agricultural production capacity. The total quantity of commodities every year grain supplied to the country by Beidahuang can meet the supply of rations for 120 million people in the country for one year [4].

Innovation refers to the behavior of improving or creating new things, methods, elements, paths, environments, and achieving certain beneficial effects in a particular environment, guided by existing thinking patterns that are different from conventional or conventional ideas, using existing knowledge and materials in order to idealize needs or meet the needs of society. What is needed to train mass entrepreneurship and innovation talents in agricultural colleges and universities is to have the courage to open up the spirit, consolidate the agricultural knowledge to break the routine, change the mode of agricultural development, and take more measures to speed up the pace of the development of modern large-scale agriculture.

The unity spirit of pay attention to the interest of the whole and the service spirit of the selfless dedication of the Beidahuang spirit and training of professional ethics

The development and construction of the Beidahuang have gone through a long and tortuous process, and the pioneers have suffered all kinds of hardships and paid a heavy price, including blood and life. When pioneers step into the great famine that moment means dedication, they pay attention to the interest of the whole, loyalty to the party, the interests of the country and the people in the first place, to meet the needs of the country and the people to contribute to their own. The competitive and profit-seeking nature of the market economy has greatly stimulated the enthusiasm of people to create wealth, which helps to stimulate people's potential for innovation and entrepreneurship. However, driven by the market

economy, it is easy to ignore the legitimate interests of the state, society, and others in pursuit of personal interests.

Integrating the spirit of "the unity spirit of pay attention to the interest of the whole and the service spirit of selfless dedication" into the training process of mass entrepreneurship and innovation talents in agricultural colleges and universities will help college students to establish a scientific concept of innovation and entrepreneurship and innovation, guide them to correctly view economic interests and handle the relationship between personal interests and public interests.

Integrating the "the spirit of Beidahuang" into the mass entrepreneurship and innovative talent training system

Integrate the "the spirit of Beidahuang" into the mass entrepreneurship and innovation talent training concept

Establish "the spirit of Beidahuang" University student associations. Through carrying out rich and colorful community activities, let students systematically understand the connotation of the spirit of Beidahuang, draw spiritual nutrition from it. Through studying the examples in the process of development and construction of Beidahuang, the students can further understand the specialty, love the specialty, and have a deep collision and thinking about professional knowledge.

Under the guidance of "the spirit of Beidahuang", we should carry out innovative entrepreneurship and professional skills competition to stimulate students' dreams of innovation and entrepreneurship. To enhance students' understanding and interest in entrepreneurship through various competitions, the students form a good atmosphere of advocating academic, determined to innovate.

Organize the social practice of Beidahuang and cultivate students' ideas of entrepreneurship. Agricultural colleges can use their summer and winter vacation time to organize students to practice in relevant enterprises and reclamation areas in the Beidahuang and to provide students with professional teachers and corporate mentors to guide at the same time, so that students deeply understand the current situation and prospects of agricultural development, and enhance the confidence and courage of students in agricultural colleges and universities to innovate and start a business.

Integrate the "the spirit of Beidahuang" into mass entrepreneurship and innovation Talent Training Curriculum System

Curriculum construction and teaching is an important way to carry out education effectively. In order to carry out innovative entrepreneurship

education, we must first strengthen the curriculum system construction of innovative entrepreneurship education [5]. Agricultural colleges and universities should make full use of the teaching resources of Beidahuang, combine the classroom teaching with the cultivation of innovative entrepreneurial consciousness, and use the example of Beidahuang's practical work in teaching to stimulate students' interest in learning. To combine basic practice with innovation and entrepreneurship development, and to make use of the Beidahuang resources to visit and learn in the Beidahuang. Through the "31" training model, strengthen the timeliness of innovative entrepreneurship education. That is, 3 years to complete the theoretical teaching, 1 year to the Beidahuang affiliated enterprises or farms to complete the training of practical ability. We should deepen the cooperative training mechanism between agricultural colleges and universities, enterprises and farms, and cultivate students' innovative and entrepreneurial spirit and practical ability.

Integrating "the spirit of Beidahuang" into the construction of mass entrepreneurship and innovation Talent Training platform

The platform is the basis and guarantee of innovation and entrepreneurship education. In order to achieve better results in innovative entrepreneurship education, agricultural colleges should try their best to set up practice and innovative entrepreneurship training platform for college students. Beidahuang has a variety of Beidahuang spiritual education bases, agricultural machinery expo garden, modern agricultural research, and development center, crop expo garden, agricultural science and technology park, and other production practices, spiritual education base. The cultivation of mass entrepreneurship and innovation talents in agricultural colleges and universities should make full use of the Beidahuang resources while making full use of the campus resources and carry out rich innovative entrepreneurial practice activities.

CONCLUSION

Agricultural colleges and universities under the guidance of the spirit of Beidahuang, carry out

various forms of learning and activities, build innovative entrepreneurial platforms. Let the students arm their minds with the spiritual meaning of "painstaking efforts of pioneering spirit, the innovative spirit of daring to open, the unity spirit of pay attention to the interest of the whole, the service spirit of selfless dedication" with a stronger sense of responsibility to contribute to the development of modern agriculture in China.

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