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**RESEARCH ON THE CULTIVATION DILEMMA AND OPTIMIZATION
PATH OF NEW PROFESSIONAL FARMERS AMONG COLLEGE
STUDENTS UNDER THE RURAL REVITALIZATION STRATEGY**

**ИССЛЕДОВАНИЕ ДИЛЕММЫ РАЗВИТИЯ И НАПРАВЛЕНИЙ
ОПТИМИЗАЦИИ НОВЫХ ПРОФЕССИОНАЛЬНЫХ ФЕРМЕРОВ
СРЕДИ СТУДЕНТОВ КОЛЛЕДЖЕЙ В РАМКАХ СТРАТЕГИИ
ВОЗРОЖДЕНИЯ СЕЛЬСКИХ РАЙОНОВ**

Abstract. Under the rural revitalization strategy, the cultivation of new professional farmers is a key link in realizing agricultural and rural modernization. The article analyzes the roles and difficulties of college students, identifies existing difficulties, and suggests ways to stimulate college students' enthusiasm and support for agricultural and rural modernization.

Keywords: new professional farmers; rural revitalization; college students; political support; public recognition.

Аннотация. Согласно стратегии возрождения сельских районов, подготовка новых профессиональных фермеров является ключевым звеном в реализации модернизации сельского хозяйства и сельских поселений. В статье анализируются роли и трудности студентов колледжей, выявляются существующие трудности и предлагаются способы стимулирования энтузиазма студентов колледжей и их поддержки модернизации сельского хозяйства и сельских районов.

Ключевые слова: новые профессиональные фермеры; возрождение сельских районов; студенты колледжей; политическая поддержка; общественное признание.

The rural revitalization strategy is the key to achieving agricultural and rural modernization, and is also an important means to solve the "Three Rural Issues" and promote urban–rural integration [1]. Under this strategic background, the cultivation and development of new professional farmers as the core force of rural revitalization has become a key link in achieving agricultural and rural modernization. New professional farmers not only have high cultural knowledge and professional skills, but also have advanced agricultural management concepts and market awareness,

which can effectively promote agricultural modernization and high-quality development of the rural economy.

However, with the acceleration of urbanization, rural areas are facing problems such as the outflow of young and middle-aged labor and the low overall quality of agricultural practitioners, which has led to the dilemma of talent shortage in the modernization of agriculture. In this context, college students, as high-quality talent resources, are of great significance to the cultivation of new professional farmers. College students have modern agricultural knowledge, innovation ability and a strong sense of social responsibility, and are an important reserve force for the cultivation of new professional farmers. By guiding college students to participate in rural revitalization, we can not only alleviate the problem of talent shortage in rural areas, but also inject new vitality into the modernization of agriculture and rural areas [2, p.119].

This study aims to explore the role of college students in the cultivation of new professional farmers, analyze their potential and advantages, as well as the practical difficulties they face, and provide a theoretical basis for optimizing the talent policy for rural revitalization.

1. Characteristics and Value of New Professional Farmers

New professional farmers refer to farmers with a high level of cultural knowledge, mastering modern agricultural science and technology, and possessing market management awareness and management capabilities [3, p.97]. They are not only direct participants in agricultural production, but also promoters of agricultural modernization. New professional farmers are educated, knowledgeable in technology, and good at management. They are proficient in using practical technologies such as scientific farming, animal husbandry and aquaculture, fruit cultivation, and preservation and processing. They also have market awareness and management capabilities, and can adjust the production structure according to market demand to increase production and income. In addition, new professional farmers also show characteristics such as professionalism, technicality, scale, and growth. They regard agriculture as a promising career, rely on science and technology for production, tend to operate on a large scale, and have broad development space in the context of the advancement of urbanization, becoming an important role in rural revitalization.

New professional farmers play an irreplaceable role in promoting agricultural and rural modernization. They improve agricultural production efficiency and product quality by applying modern agricultural technologies, and promote the improvement of the level of agricultural modernization. At the same time, new professional farmers are also the leaders of rural innovation and entrepreneurship. They drive rural economic development and employment growth by introducing new concepts, new technologies and new models [4, p.68]. In addition, the development of new professional farmers can create a large number of employment opportunities, attract the return of rural labor, alleviate the problem of rural hollowing out, drive the development of related industrial chains, and promote the diversification and sustainable growth of the rural economy.

As a high-quality talent resource, college students have unique advantages and potential in the cultivation of new professional farmers. They generally have a high

degree of education and solid professional knowledge, and can apply this knowledge to agricultural production practices to improve the scientific and modern level of agricultural production. At the same time, college students have a strong sense of social responsibility and dedication, and are willing to devote themselves to the cause of rural revitalization and contribute to improving the rural landscape and improving the living standards of farmers. With the addition of college students, the rural talent structure has been optimized, and the age and educational levels have become more reasonable, providing solid talent support for agricultural and rural modernization.

2. Dilemma in cultivating new professional farmers

2.1. Cultivation Dilemma

The cultivation of new professional farmers faces problems such as insufficient resources and policy support, and outdated education and training content. Uneven distribution of training resources and insufficient funds have led to poor training results; the timeliness and coverage of policy implementation also need to be improved, especially in terms of capital investment and technical support, and a sound long-term mechanism has not yet been formed. In addition, there are obstacles for college students to participate in the cultivation of new professional farmers. Social prejudice and family resistance have made many families opposed to college students returning to their hometowns to farm, and the lack of college students' own practical ability and risk prediction ability has also weakened their enthusiasm for participation.

3.2 The dual role of college students

Despite the challenges, college students still have an irreplaceable dual role in the cultivation of new professional farmers. First, they are the disseminators of modern agricultural knowledge and technology, able to introduce advanced concepts into rural areas and improve agricultural production efficiency. For example, Changsha City's 100 Villages 100 College Students Training Program shows that college students have successfully applied new technologies to production through systematic learning of modern agricultural technology, thus improving the technical level of rural areas. Second, college students are practical innovators of rural innovation and entrepreneurship, driving industrial upgrading through entrepreneurship and injecting new vitality into the rural economy. Some college students have used their professional knowledge to develop emerging industries, broaden the sales channels for agricultural products, and improve market competitiveness.

2.3. Incentive mechanism and support system

In order to stimulate the enthusiasm of college students to participate, a sound incentive mechanism and support system need to be established. Policy support is the key. The government should introduce special policies, provide entrepreneurial subsidies, tax incentives, etc. to reduce the entrepreneurial risks of college students. At the same time, rural infrastructure construction should be strengthened to improve production and living conditions. Social recognition is equally important. By promoting successful cases, the social status and career attractiveness of new professional farmers can be enhanced, attracting more college students to participate in rural revitalization.

3. Optimization Path and Policy Recommendations

3.1. Policy level

At the policy level, first of all, it is necessary to improve the policy for cultivating new professional farmers and establish a long-term funding mechanism. The state should increase financial support for the training of new professional farmers to ensure that the training funds are sufficient and used efficiently. By setting up special funds, the balanced distribution of training resources can be guaranteed, and the pertinence and effectiveness of training can be improved. Secondly, special policies should be formulated for college students to return to their hometowns to start businesses, providing risk protection and technical support. For example, the government can set up a college student entrepreneurship fund to provide low-interest loans and entrepreneurship subsidies for college students who return to their hometowns to start businesses, and at the same time establish an entrepreneurial risk protection system to reduce the worries of college students starting businesses. In addition, the government should also increase investment in rural infrastructure construction, improve rural production and living conditions, and provide a better environment for college students to start businesses.

3.2. Educational level

At the educational level, it is necessary to innovate the education and training model, introduce case teaching, field classroom and network cultivation. Through diversified teaching methods, the interactivity and practicality of training can be improved, so that the training content is closer to the actual needs of farmers. For example, online training can be carried out on the Internet platform, so that farmers can learn modern agricultural technology anytime and anywhere. At the same time, strengthen the education of professional values and stimulate college students' enthusiasm for rural employment. Colleges and universities should strengthen the guidance of students' values, cultivate students' sense of social responsibility and dedication through curriculum setting and practical activities, and encourage them to devote themselves to the cause of rural revitalization.

3.3. Social and family level

At the social and family level, it is crucial to create a social atmosphere that respects agriculture and supports entrepreneurship. By promoting the success stories of new professional farmers and showing the bright prospects of modern agriculture, we can effectively eliminate social prejudice against agricultural professions and enhance the social status and career attractiveness of new professional farmers. Families should also optimize the educational environment and support college students in pursuing their career ideals. Parents should change their traditional concepts, encourage their children to choose careers based on their own interests and expertise, and provide spiritual support and practical help for college students to devote themselves to rural revitalization.

In summary, the cultivation of new professional farmers is the key to achieving rural revitalization, and college students play an irreplaceable and important role in this process. Social, policy, education and family factors jointly affect the willingness and ability of college students to grow into new professional farmers. By improving policy support, innovating education and training models, creating a good social

atmosphere and optimizing the family support environment, we can effectively stimulate the enthusiasm of college students to participate in the cultivation of new professional farmers and inject new vitality into rural revitalization.

In the future, we should further deepen the theoretical research on the cultivation of new professional farmers, explore diversified cultivation models, and improve the accuracy and effectiveness of cultivation. At the same time, we should promote the coordinated development of rural revitalization and talent revitalization to achieve agricultural and rural modernization. By building a complete new professional farmer cultivation system, we can attract more high-quality talents to join the cause of rural revitalization and provide solid talent and intellectual support for the realization of agricultural and rural modernization.

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