

# Research on the Effective Connection Between Rural Talent Revitalization and Poverty Alleviation

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## Abstract

Talent revitalization is the most critical factor in realizing the effective connection between Rural Revitalization and poverty alleviation. The concept of talent has a wide range, but there are some particularity in the revitalization of rural talents. From the perspective of the nature of the main body, Rural Revitalization talents can be roughly divided into "grass-roots party members and cadres", "science and technology special commissioners", "rural college students", "township talents" and "all kinds of capable people (Art masses, etc.) At present, there are many successful or advancing examples of talent revitalization in rural areas inside and outside Anhui Province; we should do a good job in accumulating experience before the actual battle to get rid of poverty, and make policy planning for good people, money and materials, so that relevant revitalization measures can be carried out smoothly and achieve results in Anhui Province.

## Keywords

Rural Revitalization; Poverty alleviation; Effective connection; Talent revitalization.

## 1. Introduction

On the basis of consolidating and expanding the achievements in poverty alleviation, if we want to make an effective connection with rural revitalization, it is not only related to the overall situation of building a socialist modern country in an all-round way and realizing the second Centennial goal, but also related to China's new development pattern. In the final analysis, the problem of Rural Revitalization is a human problem. In the face of a series of current development difficulties, talents can be used as a strong lever to generate a sustained driving force to help eradicate poverty, and finally achieve effective connection and problem-solving. Relying on its fundamental exploration and focusing on the level of talent revitalization, this paper defines and classifies several existing rural revitalization talents; Continue the idea of getting rid of poverty - refusing to return to poverty - common prosperity; Analyze from three angles: identification, support and tracking; Finally, it puts forward feasible measures for the selection, education, retention and employment of Rural Revitalization talents.

## 2. Interpretation and Overview of Rural Revitalization Talents

### 2.1. Grassroots Party Members and Cadres

The party's grass-roots organizations are fighting bastions that unite and lead the masses to implement the party's theory, line, principles and policies and implement the party's tasks. In recent years, grassroots party members and cadres across the country have, in accordance with the requirements of the Central Committee, effectively played their role in promoting development, serving the masses, uniting the people and promoting harmony, and explored

and formed many effective working methods in practice. Among them, the "first secretary", as a representative of grass-roots party members and cadres, has made great contributions to the two major political tasks of poverty alleviation and Rural Revitalization. For example, Chen Hongjun, the first secretary and team leader of Jiangxi minzong Bureau in Xinghua village, Chitush Township, Nankang District, Ganzhou City. For more than two years, he took Xinghua village as his second hometown and led the villagers out of poverty and become rich with love. People in Xinghua village affectionately call him "Secretary of the Red Army". In order to solve the worries, annoyances and worries of poor households, Chen Hongjun and members of the village task force have widely carried out activities of pairing and recognizing relatives with poor households. Since Chen Hongjun was stationed in the village for assistance, he has always kept everything in mind, regardless of the food, housing, drinking water, medical treatment and student assistance of poor households. Whether it is the contradictions and disputes of the masses, or the doubts and difficulties of poor households, no matter how big or small, as long as the masses have practical difficulties, he will do it himself. Over the past two years, it has mediated more than 200 contradictions and disputes among villagers on the spot and done ideological work for more than 40 poor households; He also further mobilized the advantages of veterans to help, organized and held three meetings for veterans to study and judge poverty alleviation countermeasures; He has repeatedly purchased daily necessities for old soldiers or visited poor households out of his own pocket, and successively applied for 5 wheelchairs and more than 60 special supplies for disabled poor households. When the poor households saw that Chen Hongjun fulfilled his original intention and commitment to help with concrete actions, they strengthened their confidence to get rid of poverty [1].

## 2.2. Science and Technology Commissioner

Technology Commissioner. In March 2021, when visiting Nanping City, Fujian Province, Chinese leading officials stressed the need to further promote the science and Technology Commissioner System and let the majority of science and technology commissioners write their papers on the field. Twenty years ago, the science and technology commissioner system took root in a local dialogue between central leaders in Nanping, Fujian Province. During that inspection, the local authorities reported three things: one was to engage in "UNMIK", the other was to promote the first secretary system, and the other was the circulation assistant. Now there are "UNMIK" in all China.

Zaotian village in Nanping, Fujian Province is an example. Zaotian village was originally a small mountain village with a rice yield of less than 700 kg per mu. Not long after Zhou Shiquan, the special commissioner for science and technology, arrived at Zaotian village, he found the Crux: the villagers set aside part of their first year's rice as seeds, planted and harvested, and the varieties continued to deteriorate in such a process. After Zhou Shiquan found the problem, he put forward the idea of trying to plant new varieties selected by Nanping Institute of Agricultural Sciences. After Wu Shiduo, a local villager, took out his own two mu of land for trial planting. As a result, he achieved results that year: the yield of rice per mu was more than 1000 kg, and the taste and market were very good. In the following years, several new varieties selected by Nanping Institute of Agricultural Sciences were tested in Zaotian village, and Zhou Shiquan helped guide cultivation and improvement of varieties. Since then, the rice yield per mu in Zaotian village has been stable at more than 1000 kg for a long time. After Zhou Shiquan, the government continued to send several science and technology commissioners to guide the planting of vegetables and green seedlings to help adjust the agricultural structure of the village. The effect is remarkable [2]

## 2.3. "Xiangxian"

"Xiangxian" refers to a person whose moral character, talent and learning are respected by the villagers. The aging of rural population and the "hollowing out" of villages are becoming more

and more serious, and there is a great lack of talents in rural development. However, some retired cadres from various industries returned home to participate in Rural Revitalization and construction. It not only solved some regional special problems with its own ability, but also led the villagers to dig out a way to get rich and put the fight against poverty into practice.

For example, Zhang Quancai, the party secretary of hulutou Township, Tonghua County. Before his retirement, Zhang Quancai served as director of the county family planning bureau and director of the forestry bureau. After retiring in May 2014, he returned to Dalian Chuan village, Ermi town and led the villagers to adjust measures to local conditions and start a business to get rid of poverty. In 2014, after Zhang Quancai took office, in order to build a beautiful village, he used advanced thinking to raise funds in various ways and won a construction fund of 2 million yuan under the condition that the collective construction fund of the village was still very scarce at that time. In less than two years, 6670 square meters of new village, 1750 square meters of leisure square and 843 square meters of "Manchu cultural nostalgia theme square" have been built, which has greatly improved the cultural life of the villagers. At the same time, Zhang Quancai did not forget the fundamental of people's livelihood. He led his comrades to let more than 400 villagers in three natural villages drink tap water, clean up the river, repair 384 dangerous houses, and let the villagers live and work in peace and contentment [4].

#### **2.4. Rural College Students**

To help the poor, we must first support wisdom, and education is the root of poverty. Rural college students have learned advanced knowledge and have a deeper understanding of their hometown, so they can be well invested in Rural Revitalization. However, college students returning home to start a business should not only have reasonable and favorable policy support, but also have supporting measures. If they are correctly encouraged and guided, they can not only effectively prevent the intergenerational transmission of poverty, but also better promote the construction of beautiful villages.

Such college students are around us. For example, Lian Chuanyin, a 2005 student majoring in human resource management at the school of public management of Anhui Jianzhu University. He is currently a member of LIANGANG village branch, Ancheng Town, Tianjia'an District, a shareholder of Anhui wozhiye company, and the chairman of Huainan huaipan vegetable planting professional cooperative. After graduating in 2009, he returned to his hometown to start a business, took root in the rural grass-roots level for 12 years, established Huainan huaipan vegetable planting professional cooperative, covering an area of nearly 200 mu, invested more than 1 million yuan, built 1 seedling shed and 50 steel frame greenhouses, with an annual output value of about 2.4 million yuan. The cooperative was successively rated as the provincial demonstration cooperative in Anhui Province and the demonstration base for college students' returning home and entrepreneurship in Anhui Province. Lian Chuanyin was awarded the "moral model nomination Award" by Huainan Municipal People's government and the good man in Tianjiaan district. His deeds have been reported by China Youth Daily and Huainan TV station for many times.

#### **2.5. All Kinds of Capable People (Art Masses, Etc.)**

In recent years, various regions in China have successively relied on local rural characteristics to develop cultural and tourism economy according to local conditions, so as to promote rural revitalization. There is such a special group of people who have the eyes to discover the beauty of life and are keen and good at transforming beauty into paintings or other artistic things. Through these measures, the beauty of the countryside can be publicized in various forms, which not only promotes the development of tourism, but also drives the development of a series of economic and industrial chains.

For example, on December 12, 2020, the second China Huangshan (Yixian) youth sketch art season was officially launched in Yixian. After the press conference, the theme Salon of "culture empowering tourism and art rebuilding the countryside" was held to jointly discuss issues related to Rural Revitalization and the integration of culture and tourism industry. More than 6000 young artists participated in the exhibition, which is the largest and most influential youth art project in China. As the venue of this art season, Huangshan Chinese calligraphy and painting town can accommodate more than 1000 people at the same time. It is located on the golden connecting line between Huangshan Hongcun Xidi Pingshan sightseeing and art sketching. Pingshan village, which is connected by a strip of water, is a 4A scenic spot and one of the most important sketching bases in ancient villages in southern Anhui. Through this sketch art season, it has attracted many artists and tourists, which not only promoted the development of local tourism, but also promoted local cultural publicity.

For another example, Tainan girl Zhang Xinyi took root in the mainland and promoted rural revitalization. In 2014, Zhang Xinyi graduated from the Institute of Landscape Design Department of Taiwan Fu Jen University, followed the Taiwan rural innovation team to Fujian to participate in the beautiful countryside project and be responsible for spatial planning and design. Today, in Jixi village, the old village houses have become scattered homestays. The "lecture and Reading Li family" has cross-strait cultural and creative products display, rural books bar, research and learning base and maker's workshop. Combined with the local green ecological environment, Taiwan's rural construction experience and college talents, it creates a pastoral scenery of "one agricultural paradise and one spiritual hometown". In the past 6 years, she has traveled in more than 100 villages in several counties and cities in Fujian. With the concept of "lighting up the countryside with design, turning other places into hometown and making visitors into families", she has served more than 20 villages [5].

### 3. The Dilemma and Current Situation of Realizing Effective Connection

In the process of urbanization and industrialization, a large number of rural labor force poured into cities, resulting in the sharp decline of rural labor force and the absence of the main body of rural construction. In this case, the "return" of talents can effectively make up for the absence of the main body of rural construction and improve the quality of rural labor force as a whole. On the basis of the initial realization of the goal of poverty alleviation, the implementation of the rural talent revitalization policy has further promoted the development of rural human resources and ensured the talent supply of Rural Revitalization. However, it should be noted that there are still many difficulties and obstacles in the further connection between the achievements of poverty alleviation and Rural Revitalization and development, mainly including the following points:

#### 3.1. Targeted Talent System Guarantee Is Insufficient, and There Are Management Loopholes

The lack of norms is easy to make the process of rural talent revitalization out of order. Due to the lack of a complete support mechanism for rural talents from introduction to service and a matching system for revitalizing talents in different villages, some people can "bring in" but "can't stay". Moreover, because the relevant management rules are not perfect, some people take advantage of the loopholes in the talent system and pay more attention to "seeking welfare" and "earning subsidies" for themselves, instead of doing practical things for the countryside, it has brought a negative impact on the revitalization of rural talents.

### **3.2. There Is A Lack of Trust Between Talents and the Masses**

The lack of trust reduces the willingness of talent groups to participate in rural revitalization, and good interaction must be based on trust in others. At present, the trust in the process of talent revitalization is obviously insufficient, because rural talents come from all over the world, have a wide range of industries and different levels. When they participate in rural revitalization, they need to cooperate with local governments, rural society and talent groups. Establish a trust relationship. Due to potential contradictions and behaviors that may destroy the trust relationship, once shaken, it will reduce the willingness of talent groups to participate in Rural Revitalization [8].

### **3.3. The Quality and Ability of Talents Do Not Match the Requirements of Development According to Local Conditions**

The quality of talents is a variable that cannot be strictly quantified, and each talent has different qualities and specialties. At present, some rural grass-roots party organization teams are mostly formed by farmers with relatively low cultural quality, older age and insufficient working ability. The overall quality of the leading team is not high. They do not have the objective quality and ability to lead the villagers to carry out poverty alleviation, there is a problem of "surplus heart but insufficient strength".

### **3.4. The Construction of Local Organizations Is Few, and the Practical Work Is Difficult to Carry Out**

The accelerating process of urbanization has led to more and more rural farmers moving to big cities to study, work and live. As a result, there are fewer and fewer rural grass-roots organizations, organizations do not have perfect organizational construction, and their organizational coverage and organizational strength are not enough to support the development of poverty alleviation. In addition, although there are "return" of talents in some areas "However, the unscientific and incomplete construction of local organizations leads to practical problems such as power conflict and implementation fault [10].

### **3.5. The Solidification of Ideas Leads to the Difficulty and Unwillingness of College Students to Return Home**

Influenced by the traditional concept of education, many rural students' parents strongly oppose their children's return to rural areas for employment or entrepreneurship, which is the main subjective factor for rural college students not to return to their hometown. On the other hand, the objective factors include the imperfect public service system in most rural areas, less employment opportunities, imperfect policy support system, and the poor ability and quality of rural college students. In response to the requirements of rural development, etc. these problems eventually lead to the convergence problem [9].

### **3.6. The Solidification of Villagers' Ideas Leads to Difficulties in the Implementation of New Policies and Strategies**

In some rural areas, the personnel composition is mainly the left behind elderly or children, and the young and middle-aged mostly go out to work. The elderly are mostly conservative in thought, have low level of knowledge quality, lack of labor ability, and do not have so strong ability to accept and apply new things, which will lead to some emerging things, some emerging policies, and even foreign artistic people are vulnerable to resistance, and the overall situation of the region is poor. The level of openness is insufficient. These subjective ideological restrictions from villagers will affect the promotion of Rural Revitalization in the short term and seriously affect the effect of poverty alleviation in the long term, resulting in return to poverty.

### **3.7. Poverty Alleviation Still Needs to Be Consolidated, and Returning to Poverty Prevents Revitalization**

There are three main reasons for returning to poverty: first, returning to poverty due to illness, which further aggravates poverty due to the reduction of income brought by medical treatment to rural poor families; second, returning to poverty due to school, the education expenses required by rural students in senior high school and university are increasing year by year, and returning to poverty due to school and dropping out of school due to poverty are very common in rural poor areas; third, returning to poverty due to old age,

At present, the aging trend of rural population is becoming more and more serious. Once these elderly lose their labor force due to illness or other reasons, the risk of returning to poverty will also increase. These factors will prevent the development of Rural Revitalization [11].

### **3.8. Lack of Volunteer Groups and Other Forces**

The vast rural areas are in the critical period of poverty alleviation. Accelerating the construction of rural volunteer team can not only make up for the shortage of rural talents, increase the endogenous driving force of targeted poverty alleviation, but also improve the modernization ability and level of rural governance.

At present, most rural volunteers established in rural areas have problems of loose, scattered, soft, weak and random teams, and lack the support of volunteer talents in education, culture and medical treatment. It is difficult to improve the comprehensive level of rural governance, which is not conducive to Rural Revitalization and poverty alleviation [12].

## **4. Solutions**

In order to realize the effective connection between poverty alleviation and rural revitalization, we need to closely follow the needs of Rural Revitalization and development, establish and improve the talent gathering mechanism of taking root in the countryside, developing agriculture and serving farmers: deeply promote the science and technology commissioner system, copy and promote the Rural Revitalization instructor system; Continue to play the leading role of the first secretary stationed in the village, and guide retired cadres and township sages to return home to participate in the construction of Rural Revitalization; We will continue to recruit outstanding college graduates as village officials and encourage college students to return home and start their own businesses; Support Taiwan farmers and Taiwan youth to participate in township construction, township creation and development of characteristic agriculture; Cultivate the backbone team of new era village who can, want to and do things. The specific measures are detailed as follows:

### **4.1. Build A Return Platform and Improve Talent Security**

We should strengthen system construction, adhere to the policy foundation, from attraction to service, and optimize the policy support for talents in Xinxiang. The government should actively promote the equalization of public services between urban and rural areas, realize the two-way flow of factors, and lay a resource foundation for Xinxiang talents to help rural construction from the aspects of hardware and software. After the return of "township leaders", pay attention to financial support and talent incentive measures; We should also strengthen public opinion publicity, make full use of publicity columns, traditional media and WeChat official account to encourage more Xinxiang virtuous to take part in rural construction and expand the scale of rural talent revitalization cooperation network.

#### **4.2. Improve the Subject's Trust and Optimize the Work Style**

Trust is mutual. If we want to enhance the trust between talents and the masses, we should work hard from the two aspects of "talents" and "the masses". In the "mass aspect", we should strengthen collective consciousness and gratitude consciousness, improve ideological consciousness and moral quality, actively participate in rural revitalization, and fully understand the concept of talent revitalization; In terms of "talents", we should pay attention to understanding and respecting the masses, adhere to the mass line, strive to get close to the masses and the people, constantly improve personal / organizational quality and strengthen the positive style of serving the people [14].

#### **4.3. Build An Open University and Cultivate New Local Talents**

The government should provide support and strive to forge a talent team led by the expert team, dominated by local talents and supplemented by professional and technical teams. Pay attention to recruiting party members from young farmers and migrant workers; Pay attention to selecting and reserving talents from rich experts, migrant workers and college graduates. By promoting open universities in rural areas, we can help local talents improve their knowledge and quality level and better invest in Rural Revitalization.

#### **4.4. Cultivate Excellent Party Organization Cadres and Improve Their Overall Quality**

In the context of Rural Revitalization Strategy, paying attention to the construction of Party organization cadre team can promote the specific implementation of the strategy. The overall quality is not high, and the party organization team with low quality can not guarantee the smooth progress of work and reduce work efficiency. In this regard, relevant local institutions need to train excellent party organization cadres according to the actual situation, improve the overall quality of the party organization, and ensure the smooth progress of poverty alleviation led by the party organization.

#### **4.5. Improve the Organization Construction System and Form A Local Talent Reserve**

On the premise of putting the political and social benefits of Poverty Alleviation under Rural Revitalization in the first place, integrate rural human resources and improve the construction of local organization system. Expand the demand for talents, absorb potential talent resources, form a "reserve pool" of Rural Revitalization talents, and then expand and establish full coverage and multi-level rural grass-roots organizations from the "reserve pool", so as to improve the centripetal force, cohesion and organizational power of rural grass-roots organizations [18].

#### **4.6. We Will Promote Tripartite Support and Attract Rural College Students to Return Home**

First of all, we should fundamentally promote the transformation of social values, guide farmers and rural college students to correctly view school education and personal development, and establish a correct outlook on job selection; Secondly, we should improve the foundation of rural development, strengthen the construction of public service systems such as rural education, medical treatment and employment, and solve various life problems faced by rural college students after returning home; Moreover, we should strengthen policy support, establish a policy system to support the "return" of rural college students, and solve various problems faced by rural college students returning home, such as land transfer, homestead use and so on.

#### **4.7. Strengthen the Construction of Rural Civilization and Promote the Flow of Talents**

We should pay attention to the construction of rural ecological civilization and the spiritual civilization of villagers. Building a good ecological civilization will not only help protect the environment and promote the sustainable development of rural areas, but also develop ecological economy and help regional development on this basis; Building the spiritual civilization of villagers can not only make people live and work in peace and contentment, but also establish a good rural image and attract tourists to develop tourism. It can also fundamentally change the cognitive level of rural people, attract talent flow with an open attitude and promote more friendly cooperation.

#### **4.8. Make Good Use of Internet Information to Create An Innovative and Entrepreneurial Environment**

Local governments can focus on the needs of local economic and social development and strengthen the ability of local governments to attract investment with specific policies such as industrial support, finance and insurance, tax reduction and exemption, preferential financing loans and so on. Develop e-commerce economy and network economy; Introduce local bank loan measures; Optimize the overall rural innovation and entrepreneurship environment, so as to attract more local or foreign talents to start businesses here and serve rural construction.

#### **4.9. We Will Consolidate the Results of Poverty Alleviation, Develop the Overall Situation, Open up and Revitalize Rural Areas**

For returning to poverty due to illness, we can improve the rural medical system; In view of returning to poverty due to school, we should improve the relief system of non compulsory education. The most important thing is to establish a poverty prevention and early warning mechanism. In order to effectively control the current return to poverty and reduce future poverty, it is necessary to identify and estimate the poverty vulnerability and return to poverty risk, and monitor the return to poverty status of vulnerable groups through certain means. This requires a development view and awareness of the overall situation and the overall situation [15].

#### **4.10. Cooperate with Public Welfare Organizations to Mobilize Volunteer Groups**

Public welfare organizations should be the leading implementation subject of enabling villages. Rural areas can attract various resources to gather with the help of the existing relationship network, or attract attention through the media to achieve resource increment and gather a large number of high-quality public welfare organization resources for the local area. Through their strength, mobilize more social volunteer resources, gather volunteer groups with commonness and characteristics, and serve the Rural Revitalization [16].

### **5. Conclusion**

To solve the effective connection between poverty alleviation and rural revitalization, the key is to deal with the relationship and specific implementation measures at the four levels of selection, education, retention and employment of relevant talents. On the whole, China is still in the stage of population concentration from rural to urban, and the trend of "going out" cannot be reversed in the short term. Combined with the reality of COVID-19's normalization, the government should focus not only on retaining the rural industry, but also keeping people in rural areas. On the other hand, we should strive to gather forces from all parties to jointly create a Rural Revitalization "talent matrix" with accurate connection between supply and demand,



equal emphasis on incentives and constraints, all kinds of talents "competing on the same stage" and overall improvement of comprehensive efficiency. Anhui can learn from the successful cases inside and outside the province, give full play to the scientific and technological advantages of innovation and entrepreneurship, and create its own connection scheme; However, we should pay attention to the impact of the epidemic on the implementation of the plan, and strive to finally realize the effective combination of poverty alleviation and Rural Revitalization.

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