

# Analysis of Talent Cultivation Strategies in Colleges and Universities Based on Rural Revitalization

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## Abstract:

In recent years, the rural revitalization strategy has become an important task for China's economic and social development, and it is imperative to carry out grassroots personnel training around higher education. To promote the process of rural revitalization and train an excellent team of rural talents, the corresponding theoretical research is needed to guide practice. As the cradle of talent training, colleges and universities play a key role in rural revitalization, and the innovation of talent training mode has attracted much attention. This paper analyzes the background of the rural revitalization strategy, discusses the necessity of college talent training, and puts forward some innovative strategies to provide a valuable reference for the implementation of rural revitalization.

## Keywords:

Rural revitalization  
Colleges and universities  
Personnel training  
Necessity  
Strategy

**Online publication:** February 7, 2025

## 1. Introduction

Starting from the proposal and background analysis of rural revitalization strategy, this paper discusses the necessity of college talent training in rural revitalization. From the three aspects of rural party organization construction, rural economic construction and rural culture construction, this paper reveals the needs of rural revitalization for young college students. Then, it puts forward a series of innovative strategies, including strengthening the interaction between the government and colleges, clarifying the orientation of grassroots talent training, cultivating the values and employment views of college students serving the grassroots, and

enhancing the grassroots party-building ability and vocational ability of young college students. The specific implementation provides more powerful intellectual support and talent guarantee for rural revitalization <sup>[1]</sup>. The realization of rural revitalization cannot be separated from the cultivation and transportation of talents in colleges and universities. It is also hoped that this study can help the cause of rural revitalization to a higher level.

## 2. The proposal and background analysis of rural revitalization strategy

The 19<sup>th</sup> National Congress of the Communist Party

of China decided to deploy the rural revitalization strategy and made clear the general requirements for implementing the strategy, namely, thriving industries, livable ecology, civilized village style, effective governance, and a prosperous life. The recently released Strategic Plan for Rural Revitalization (2018–2022) further mapped out the implementation of the strategy and identified key tasks for each stage. The rural revitalization strategy is a major task for winning a decisive victory in completing the building of a moderately prosperous society in all respects and building a modern socialist country in an all-round way. It is also the main focus of the work concerning agriculture, rural areas and farmers in the new era <sup>[2]</sup>. This strategy is of great significance for realizing rural economic and social modernization and promoting China's efforts to build a modern socialist country in a comprehensive way.

At present, the rural population is generally faced with the problems of young people going out to work, the low proportion of young cadres in rural areas and the low level of education, resulting in the shortage of service and management talents in rural areas <sup>[3]</sup>. In addition, the number of college graduates is constantly increasing, and the competition for jobs is fierce. To cope with the situation, party and government departments at all levels have introduced policies and measures to encourage college students to exercise at the grassroots level. College students' participation in rural revitalization can not only ease employment pressure but also meet the demand for talent in the rural revitalization strategy. It helps solve the problem of talent shortage in rural areas, and can also provide opportunities for college graduates' personal growth and career development, achieving a win-win situation.

For colleges and universities, exploring a new way to cultivate innovative and applied talents from the perspective of rural revitalization will also improve the higher education model and further build a new system of talent training that is targeted, has professional characteristics, and can connect with grassroots cause and vocational ability training <sup>[4]</sup>. In other words, a series of methods and means adopted by colleges and universities to match the strategy of rural revitalization will also promote the modernization and comprehensive

development of their schools, and promote the sustainable development of higher education. In the future, colleges and universities should also adjust the structure and mode of talent training around the rural revitalization strategy, help college students explore and practice grass-roots services, and provide them with more opportunities to participate in the cause of rural revitalization.

### **3. The necessity of college talent training based on rural revitalization**

#### **3.1. The construction of rural organizations needs young college students**

At present, there are some problems in the construction of rural party organizations, such as the low cultural quality of party members, aging, insufficient organizational reserve force, and more mobile party members. These problems affect the effectiveness of party building, but also restrict the development of rural revitalization, in this context, young college students play an important role <sup>[5]</sup>. With high ideological and political consciousness and ideological concepts, young college students can timely understand and communicate national policies, and play a demonstration and leading role for grassroots farmers. They are active in thinking and have a strong ability to understand the Party's lines, principles and policies. They can convey correct ideological guidance in rural party organizations and improve the political quality of party members. They receive systematic professional knowledge and ideological education in college, have a broad knowledge vision and theoretical literacy, and can flexibly use what they have learned to provide innovative ideas and problem-solving methods for rural Party organizations and promote the innovative development of party-building work. In addition, young college students have better communication and exchange skills, usually have better language skills and interpersonal skills, can effectively communicate with the grassroots, understand the actual needs of farmers, and promote the effective connection between party-building work and rural development <sup>[6]</sup>. In other words, young students can bring new sources of vitality to rural party building, improve the organizational ability and service level of rural party organizations, and help the

overall advancement of rural revitalization.

### **3.2. Rural economic construction needs young college students**

At present, in China's rural areas, the level of economic development is relatively lagging, and there are problems of unbalanced and inadequate development. The basic principle of the rural revitalization strategy calls for giving priority to agricultural and rural development and realizing agricultural modernization and comprehensive development of the rural economy. To this end, it must also inject new production concepts, methods and technical means, and college students play a key role in the implementation of the corresponding programs. With solid professional knowledge background, young college students can provide professional guidance for the development of the rural economy. They have received systematic professional training in higher education and have acquired certain knowledge and skills in economics, management and agricultural science<sup>[7]</sup>. In rural economic construction, young college students can use their professional knowledge to provide professional guidance and technical support for local agricultural production, processing of agricultural products, popularization of agricultural science and technology and other fields, so as to promote the modernization process of rural economy. At the same time, innovation and entrepreneurship education also have an impact on college students' thinking, ability and quality. Young college students' participation in rural revitalization and serving grassroots undertakings means that new thinking models and business models can be implemented, and under the guidance of the spirit of innovation, they can go more stable and long-term, realize the diversified development of rural industries, and promote the rural economy to get rid of poverty and get rich. To sum up, the rural economic construction needs the participation of young college students. Colleges and universities should cultivate outstanding students with professional ability, innovation consciousness and vocational ability, guide them to invest in the cause of rural revitalization, and build beautiful countryside<sup>[8]</sup>.

## **4. Innovation of college talent training strategy based on rural revitalization**

### **4.1. Strengthen the interaction between the government and universities**

At the government level, more job options and preferential policies should be provided, and more development incentive policies, material incentive policies, and honor incentive policies should be provided for university party members. In addition, it should appropriately raise the subsidy standard and social security intensity for serving grassroots, and provide more preferential policies for career development for college students serving grassroots. This can increase the motivation of college students to participate in rural revitalization and make them more willing to devote themselves to grassroots work<sup>[9]</sup>. At the university level, to strengthen the interaction between the government and universities, the relevant needs of college students and the employment situation of grass-roots services should be timely reported to the government. Colleges and universities should also pass on the relevant policies and measures of the government to students, help them understand the specific content of the policies, and stimulate their enthusiasm to serve the grassroots. This will help improve the incentive effect of the policies and make more college students willing to participate in the practice of rural revitalization. On this basis, policy publicity is inevitable, and the interpretation of new policies and documents must be fully and effectively so that more students can understand the corresponding specific content and goals. It is also necessary for the government to establish a feedback mechanism to timely understand the employment situation of graduates at the grass-roots level every year, understand the true thoughts of college students on grass-roots services, and timely feedback the relevant information to colleges and universities. Colleges and universities can optimize and improve the talent training strategy and mobilize more students to actively participate in the construction of rural areas, which will achieve twice the result with half the effort. Building a close relationship between the government and colleges and universities can also promote education development and innovation, and truly implement rural revitalization from the source. To sum up, strengthening the interaction between the

government and universities is of great significance to the implementation of the rural revitalization strategy. Only by forming a close cooperative relationship between the government and colleges and universities and jointly formulating and implementing relevant policies and measures can better conditions be provided for college students to participate in rural revitalization, enhance their willingness to participate, and promote the smooth implementation of the rural revitalization strategy<sup>[10]</sup>.

#### **4.2. Define the orientation of grassroots talent training**

Colleges and universities should be guided by the needs of the national rural revitalization strategy and change their role positioning, not only guiding college students to serve the grassroots but also training talents for rural revitalization. First of all, colleges and universities need to clarify the talent needs for rural revitalization in their enrollment plans and formulate corresponding talent training plans according to these needs. The recruitment should strengthen the absorption of rural students from the source, especially for students with rural backgrounds and career aspirations, and provide more preferential policies and incentive policies to encourage them to choose professional courses related to rural revitalization.

Secondly, colleges and universities should focus on building a rural-oriented talent training model. This requires universities to adjust their majors and curriculum offerings and offer more professional and practical courses related to rural revitalization. At the same time, cooperation with rural-related enterprises should be strengthened to provide more opportunities for students to practice innovation and entrepreneurship, cultivate their ability to cope with rural problems in practice and improve their social adaptability and innovation ability<sup>[11]</sup>. In addition, in the ideological and political education work in colleges and universities, the ideal and belief education of college students in the new era should be strengthened. By strengthening the publicity and explanation of the rural revitalization strategy, students should realize the importance of rural revitalization to the country and the people, and then transform the attraction of grass-roots policies into the intrinsic needs of students. To sum up, it is an important aspect of the implementation of the rural revitalization

strategy to clarify the orientation of grassroots talent training. Colleges and universities should take the rural revitalization strategy as the guide, make innovations in enrollment plans, personnel training plans, majors and curriculum settings, and cultivate talents suitable for rural areas. At the same time, they should strengthen ideological and political education to provide intellectual support and talent guarantee for rural revitalization.

#### **4.3. Cultivate college students' values of serving the grassroots**

Based on the cultivation of values of serving the grassroots of young college students, it must be rooted in the ideal goals and career planning of college students, leading them to devote themselves to the cause of patriotism and national construction, realizing the great Chinese dream, connecting personal dreams with the development of the country, and fully realizing students' values. First of all, college education should pay attention to the education of socialist core values. Through classroom teaching and ideological and political education activities, students should have a deep understanding of the importance of rural revitalization strategy to national prosperity and rejuvenation. At the same time, it is necessary to strengthen the cultivation of students' sense of citizenship and social responsibility, so that they realize that grassroots posts are an important platform to show their talents and serve the country, and stimulate their enthusiasm to contribute to the grassroots and the country.

Secondly, colleges and universities should pay attention to cultivating students' practical ability in teaching. Through practical teaching and social practice activities, students can feel the importance and significance of grassroots work and enhance their sense of identity for grassroots services<sup>[12]</sup>. At the same time, students are guided to take the initiative to participate in social practice projects, so that they can understand the actual situation of grassroots work and cultivate the practical ability of serving grassroots. In particular, through the research of agricultural assistance projects and practical activities, students are inspired to innovate and start businesses, innovate and practice, truly create a happy life with their own hands, and build a beautiful and charming countryside. When conditions permit,

students are actively provided with more internship and employment opportunities related to the grassroots. It is important to have strengthened cooperation with relevant departments such as the government, enterprises and public institutions to provide students with practical opportunities to participate in rural revitalization. At the same time, good contacts and communication channels will be established with grassroots institutions to understand the needs of grassroots talents and provide students with employment guidance and support for employment and entrepreneurship to help them better serve the grassroots. To sum up, it is very necessary to cultivate the values of serving the grassroots of college students, which is an important cornerstone for setting up the lofty ideals of young college students to further revitalize rural industry, economy and culture. Colleges and universities should take the core socialist values as the benchmark, guide students to establish the correct values of serving the grassroots through various ways such as education, practice and providing opportunities, stimulate their enthusiasm and sense of responsibility, and contribute to the cause of rural revitalization<sup>[13]</sup>.

#### **4.4. Strengthen young college students' capacity for community-level party building**

Strengthen the grassroots party-building ability of young college students, promote the core competitiveness of college students, and lay a solid foundation for the grassroots service cause. To this end, colleges and universities should take a series of actions, and make full use of available resources, conditions, etc., to train college students in rural party building work ability level. Through Party course education and theoretical study, college students should improve their understanding of the basic knowledge of the Party, the Party's guiding ideology and the rural revitalization strategy. Guide college party members to deeply understand the importance and characteristics of rural party building work, and enhance their sense of responsibility and mission in participating in rural party building<sup>[14]</sup>. When conditions are available, the network party member education resources should be actively utilized to enhance the party spirit of college party members. Online platforms should be used to carry out online Party classes, online discussions and other activities,

strengthen ideological guidance and political education for college party members, and help them establish a correct sense of party membership and party spirit. To sum up, to enhance the grassroots party-building ability of young college students, colleges and universities should enhance the theoretical basis of party-building and workability of college students by strengthening training and education, using network party member education resources and other ways, and cultivating their core competitiveness in rural party building work<sup>[15]</sup>.

#### **4.5. Enhance the grass-roots vocational ability of young college students**

To promote rural revitalization as soon as possible, colleges and universities should take a series of measures to help students improve their work serviceability, prepare for careers, and provide talents with practical abilities for rural revitalization. First of all, starting from the curriculum, add some adaptive electives to train and exercise students' grassroots work skills. In addition to learning professional knowledge, students should also choose courses related to grassroots work and learn the ability to lead rural areas to become rich. Through the training of organizations and cadres, students' ability in organization and management, language expression, and emergency handling can be improved, to provide methods and means for solving rural conflicts. In addition, colleges and universities should also promote social practice and practical courses to cultivate students' practical ability and promote the accumulation of relevant work experience. Through organizing practical activities such as grassroots research, volunteer teaching and science popularization, students can accumulate experience in grassroots work practice, understand the actual situation in rural areas, and cultivate a strong will and ideological preparation to adapt to rural grassroots work. To sum up, colleges and universities should re-plan the curriculum, provide practical opportunities and training opportunities, cultivate students' grassroots work skills, and provide outstanding talents with practical experience for rural revitalization.

## **5. Conclusion**

In short, rural revitalization is an important direction

of China's future development, and college talent training is a key factor in the implementation of the rural revitalization strategy. By strengthening the interaction between the government and colleges, making clear the orientation of grassroots personnel training, cultivating the values and employment outlook of college students serving the grassroots, and enhancing the grassroots party-building ability and vocational ability of young

college students, more intellectual support and talent guarantee can be provided for rural revitalization. It is believed that with the joint efforts of colleges and universities and the government, the rural revitalization strategy will be truly implemented, and a "beautiful countryside" will be built, and our beautiful hometown will also be achieved.

### Disclosure statement

The authors declare no conflict of interest.

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