



# Research on Rural Human Resource Management in Yunnan Province under the Perspective of Agricultural Modernization

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**Abstract:** Agricultural modernization refers to the process of transformation from traditional to modern agriculture, including the modernization of the countryside, farmers and agricultural technology, the most important of which is rural modernization. To achieve the goal of rural modernization, it is necessary to effectively manage rural human resources. Effective management of rural human resources is manifested in the modernization of education, modernization of facilities, modernization of human resources, etc. Based on the background of agricultural and rural modernization, this paper will put forward effective strategies that can promote human resources management in combination with rural human resources management in Yunnan Province and the requirements of rural development for human resources. It includes the education and training of human resources, the establishment of effective regulatory mechanisms, performance management and incentive mechanisms.

**Keywords:** rural modernization, human resources, rural management, Yunnan

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## 1. Introduction

In today's society, the foundation and key to achieving technological change and economic takeoff is human resources, and for China to achieve the goal of building a modern and powerful country, the most basic is the modernization of rural areas. The report of the 20<sup>th</sup> CPC National Congress points out that "the most arduous and burdensome task in building a socialist modernized country in an all-round way still lies in the countryside"[1]. The State Council issued the "14<sup>th</sup> Five-Year Plan" to promote the modernization of agriculture and rural areas notice mentioned: to achieve the goal of modernization of agriculture and rural areas, it is necessary to optimize the pattern of agricultural production and promote the priority development of agriculture and rural areas [2]. The construction of modernized rural areas and the realization of rural development must be based on rural human capital, and rural revitalization and agricultural modernization must be realized on the basis of talent revitalization. Based on the goal of China's agricultural and rural modernization, this paper will comprehensively analyze the current situation of rural human resource management in Yunnan Province and the impact of rural modernization construction, and explore effective ways to promote rural human resource development and management.

## 2. Current situation and needs of rural human resource management in Yunnan Province

### 2.1 Current situation of rural human resource management in Yunnan Province

According to the 2023 Yunnan Provincial Statistical Yearbook, the current status of rural human resource management in the province is characterized by an imbalance between the quantity and quality of human capital, and an obvious gap between the management efforts of states and cities. Data show that in 2022, the total population of Yunnan Province reached 46.93 million people, but the number of registered unemployed people was 15.2476 million people, accounting for about 32.49% of the total population, of which the unemployed female population was 14.92% and the long-term unemployed population was 2.57%. Most of the unemployed women are left-behind women in rural areas, and most of the long-term unemployed are of the right age who have retired to rural areas because they cannot survive in the cities due to illness or disability. The data show that the current development of rural human capital quantity and quality in Yunnan Province is not coordinated, and the differentiation characteristics of labor force in terms of gender and type are obvious.

On the other hand, the gap in the management efforts of rural human capital between states and counties in Yunnan Province is also more obvious. According to the statistical data: in 2022, Qujing City had 11 public libraries, 136 cultural

stations, and the number of patent applications from industrial enterprises reached 990; at the same time, Diqing Prefecture had 4 public libraries, 29 cultural stations, and only 20 patent applications from industrial enterprises. From this, it can be seen that there is a clear gap between Yunnan Province's investment in culture, education and science and technology at the level of the prefectures and counties, while the tilting of resources towards the cities has led to the lagging behind of all resources in the rural areas, and the comparison of differences in rural human resources between prefectures and counties has been more pronounced.

## **2.2 Rural human resource management needs in Yunnan Province**

Accelerating the modernization of agriculture and rural areas requires adhering to the leading position of rural revitalization, taking agricultural science and technology innovation as the driving force, taking green development as the direction, and also adhering to the key work of rural industrial development. Based on the specific requirements of rural modernization, rural human resource management in Yunnan Province needs to adhere to the strategy of rural revitalization, promote rural agricultural technology promotion and innovation, as well as to achieve the integration and rational distribution of rural natural resources and social resources. Specific needs to be refined is to make the human resources between the states and cities tend to be relatively balanced, the quality of the labor force has to continue to improve. At present, the overall level of unemployed people in Yunnan Province is high, especially concentrated on women left behind in rural areas. Therefore, another urgent need in Yunnan Province is to solve the problem of a large base of unemployed people in rural areas, so as to improve the quality of the population, in order to satisfy the needs of the rural economic development and the restructuring of the rural industries, the development of the rural enterprises as well as the development of the modern agriculture in the rural areas.

## **3. Problems of rural human resource management in Yunnan Province**

### **3.1 Old concepts and lack of management efforts**

In the context of modernization, human resource management in rural areas should pay more attention to the "quality" level, and should focus on increasing the education and cultural inculcation of rural farmers, so that the farmers can form the concept of quality improvement and carry out the action by subconsciously. In Yunnan Province, the concept of childbearing has changed in recent years, but the majority of the rural population, especially couples after 60 and 70, are still bound by feudal concepts, and still retain the traditional concepts of emphasizing sons over daughters and the power of many. This phenomenon is even more evident in most rural areas of Yanshan County, Wenshan City, where there are still more families with two and three children in the modern family structure, and most families must have a male child. In addition, most rural families in the county believe that boys are more useful than girls, and that daughters can never replace sons to give them old age, so such parents will tilt material, financial, educational and other resources in favor of the boys in the family, and even inculcate in the girls the unreasonable requirement of helping their older or younger brothers in the future.

At present, Yunnan Province is committed to the development and management of tourism resources in each state, and to a certain extent, it has neglected the development and management of rural human resources. According to the provincial statistics bureau, in 2022, the number of master's degree students in Yunnan province was 66,100, and the number of doctoral students was only 0.54 million, with a total of 16,300 graduates [4]. Most of these graduates are of urban household registration, and only a small part of them are of rural household registration. Although Yunnan Province has divided a large proportion of funds to subsidize poor students in schools, especially poor students in rural areas, the efforts are still insufficient, and more energy should be spent on the study of the modernization of rural human resources management.

### **3.2 Insufficient investment in education and imperfect education system**

According to the 2023 Yunnan Provincial Statistical Yearbook, the education system in Yunnan Province is not perfect. According to Tian Donglin [5], the current education system in rural areas of the industry mainly includes the stages of rural basic education, secondary agricultural vocational education and higher agricultural education. At the stage of rural basic education, it is reflected in the nine-year compulsory education. After the end of the nine-year compulsory education, due to the economic and conceptual constraints of the families, most of the rural students have three paths to choose from, i. e. , going to vocational high school, going to regular high school and dropping out of school to work. At the secondary agricultural vocational education stage, also known as the vocational high school stage, most students in rural areas with unsatisfactory grades choose to receive secondary education, but they generally stay in school until they reach adulthood and then flow into the community to work, and such students do not have a clear plan for their future direction due to their ignorance and lack of guidance. At the stage of higher agricultural education, most of the higher education institutions

emphasize on the theoretical level for the cultivation of agricultural students, while students have fewer opportunities to practice. Therefore, the current education system in Yunnan Province is not perfect, and there is still a need to strengthen the management and improvement.

### **3.3 Inadequate infrastructure systems such as medical care and roads**

Rural development depends on infrastructure development, and improved facilities are the basis for retaining rural talent. However, in the current situation, there are still some deficiencies in Yunnan's healthcare and road construction, especially road construction. The Opinions on Strengthening the Construction of Highways in the Province issued by the Yunnan Provincial People's Government in 2014 and the Opinions on Promoting the Construction of "Four Good Rural Roads" issued by the Yunnan Provincial People's Government in 2018 emphasize the need for a "four good rural roads" construction plan for the province's rural roads. The province's rural roads have been subjected to "transportation poverty alleviation", but at present, there are still some village roads in Yunnan Province that have not achieved the hardening standard, and although the government has made great efforts to repair and build them in the past two years, there are still a small number of rural farmers who need to pass through muddy roads to enter and leave their villages. Inadequate road facilities make young and middle-aged wage earners who are far away from home resist going home often, because every time they go home, they need to spend a large sum of money on transportation and road expenses; they also cause farmers and rural students to be plagued by problems such as difficulty in catching up with the streets, difficulty in seeing a doctor and difficulty in going to school all the time.

### **3.4 Uneven distribution of resources**

Resource allocation is a non-negligible issue for rural development and management. There is currently an uneven distribution of educational resources in Yunnan Province. Yunnan Province's education resources are currently tilted towards less developed cities and towns in the central and western parts of the country. According to December 29, 2023, the Yunnan Provincial Department of Education announced the "Yunnan Provincial Department of Education Yunnan Provincial Bureau of Statistics Yunnan Provincial Department of Finance on the implementation of the province's education expenditure in 2022 Statistical Bulletin", which shows that in 2022, the province's total investment in education was 171. 123 billion yuan, an increase of 2. 24% compared to the previous year. Of this amount, the State's financial education expenditure amounted to 144. 270 billion yuan, an increase of 1. 98% over the previous year. In addition, the fastest-growing general common budget education funds for ordinary high schools, ordinary junior high schools and ordinary elementary school are invested in Xishuangbanna Prefecture, Diqing Prefecture and Baoshan City. It can be seen that at present, there is uneven distribution of education and other resources in the province, which mainly cares for the less developed cities and towns in the central and western parts of the country.

## **4. Path of Rural Human Resource Management in Yunnan Province**

Based on a series of problems such as old concepts, insufficient management efforts, unsound infrastructure system and unequal distribution of resources, and the current urgent needs of rural human resource management in Yunnan Province for rural economic development, quality improvement of the rural population and rural industrial restructuring, the following coping strategies are proposed.

### **4.1 Talent cultivation and education modernization**

If the rural education system wants to be modernized, it needs to be considered at three levels: rural basic education, secondary agricultural vocational education and higher agricultural education. In the stage of basic education, in addition to the basic investment of education funds, the most important thing is to reform the stereotypical impression of rural families on agriculture and agricultural education, and to adopt interesting ways to instill the basic theoretical knowledge of agriculture, so as to realize the change of the rural population's conception of agriculture from resignation and helplessness to acceptance and love. At the stage of secondary agricultural vocational education, in addition to inculcating theoretical knowledge of agriculture, the most important thing is to set up rural human resources assessment standards and systems after the end of education and training, and adopt the comprehensive rural human resources evaluation model, as mentioned above, etc. , to assess whether rural human resources are up to standard or not. In the stage of higher agricultural education, in addition to the training and learning of higher agricultural knowledge, more attention should be paid to the implementation of theoretical knowledge, and more experimental bases should be constructed in colleges and universities in order to apply the theoretical knowledge of agriculture in practice.

## 4.2 Effective regulatory mechanism and modernization of facilities

The establishment of sound rural human resource management institutions and organizations is conducive to the effective management of rural human capital, and the specific measures include setting up special rural human resource management departments or institutions, clarifying their duties, powers and responsibilities, and establishing the workflow and organizational structure of rural human resource management to ensure the efficient operation of rural human resource management work.

In addition, in order to modernize rural facilities, it is necessary to establish a long-term monitoring mechanism to monitor and evaluate rural human resources management, rural medical care, roads, electricity and other hardware facilities. Form a transparent regulatory system that integrates government, society and citizens. That is, the government openly and transparently implement policies or measures such as "Transportation for Poverty Alleviation", and the final results are evaluated by society and citizens.

## 4.3 Performance management and modernization of human resources

First, performance management is an important element of rural human resources management. With the process of rural modernization, rural enterprises have an increasing need for performance management, and more and more village-run enterprises have begun to pay attention to the importance of performance management, and the characteristics of rural enterprises have determined that the design of the performance management indicator system needs to take into account factors specific to rural areas. Therefore, the indicator system of rural performance management must be closely related to the factors of rural conditions.

Second, efficient performance management work needs incentives to support the implementation of performance management in rural areas at the same time, should be through the incentive mechanism to mobilize the enthusiasm and initiative of village enterprise employees. With the development of rural performance management, the performance management incentive mechanism of rural enterprises is gradually optimized to better meet the actual situation of rural enterprises.

Thirdly, the characteristics of rural enterprises determine that the way of compensation and benefit management needs to take into account factors specific to rural areas. With the development of rural compensation and benefit management, rural enterprises can adopt some compensation and benefit management methods suitable for rural areas, such as rural employee bonus system and rural welfare programs. This type of system can, to a certain extent, promote effective competition for rural human resources, realize the transformation of rural human resources into modernization, and thus reserve high-quality talents for the modernization and development of rural areas.

## 5. Conclusion and Prospect

Currently, there are many problems in rural human resource management in Yunnan Province, including old concepts, lack of management, insufficient investment in education, imperfect infrastructure system and uneven distribution of resources.

Therefore, the overall strategy of rural human resource management in the context of rural modernization needs to comprehensively consider the actual situation and needs of rural development, and formulate corresponding strategies and measures according to the characteristics and differences of different regions, so as to ensure that the work of rural human resource management is in line with the realization of the goal of rural modernization. At the same time, it is necessary to focus on the cooperation of government departments, rural social organizations and enterprises and other parties to form a synergy and jointly promote the modernization of rural human resource management.

Secondly, rural human resource management in Yunnan Province should be based on the actual situation of the province, starting from the aspects of talent training, facilities supervision, performance management of village enterprises, etc. , continuously develop and cultivate rural human resources, and establish a long-term incentive and supervision mechanism, so as to strive to realize the modernization of rural education, facilities and human resources.

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