



# Research on the Cultivation and Introduction of Talents for Rural Revitalization in the New Era

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**Abstract:** As one of the four important aspects of rural revitalization, rural talent revitalization focuses on the combination of human elements and rural development. In the new era, combining talent cultivation and promotion with rural development can not only enhance the richness of personal development space but also shape human resource potential for the countryside. This article aims to explore the importance of rural talent revitalization and its implementation path.

**Keywords:** rural revitalization, talent introduction, talent cultivation

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## 1. The realistic basis for cultivating and introducing talents for rural revitalization in the new era

### 1.1 Cultivating and introducing talents for rural Revitalization in the new era is the inevitable path to achieving common prosperity

Talents for rural Revitalization can promote balanced urban-rural development. Due to the long-term lag of rural development behind urban development in China, rural areas lack infrastructure and talents, leading to consistent lags in rural development compared to urban areas. Furthermore, urbanization construction often focuses on cities, resulting in fragmented and scattered rural areas that are difficult to form rural-style scale effects. Therefore, in the comparison of urban and rural development, the countryside has always been unable to achieve a balanced development with urban areas. Rural talents can bring knowledge, technology, human resources, and market concepts to rural areas. At the same time, talents who have been educated or worked in cities returning to rural areas can strengthen the connection between urban and rural areas, enabling rural production factors to exert their full potential in the market environment and achieving balanced urban-rural development through mutual complementarity.

### 1.2 Cultivating and introducing talents for Rural Revitalization in the new era is an inevitable requirement to consolidate the achievements of poverty alleviation

The fight against rural poverty requires support from a talent pool. Winning this challenging battle requires leveraging the support of talents. Poor areas often face issues such as remote geographical locations, harsh natural conditions, and lagging economic and social development, which make it difficult to attract and retain talents. Therefore, effective measures must be taken to address these issues and provide strong talent support for poverty alleviation. Cultivating and introducing talents for rural revitalization can address the issue of talent pools for poverty alleviation, In order to consolidate the achievements of poverty alleviation, we will fully reserve human resources. Achieving a talent gradient construction can combine talents of different ages, truly attracting those who love agriculture, rural areas, and understand rural areas, and providing solid guarantees for continuous poverty alleviation and rural development.

### 1.3 Cultivating and introducing talents for rural Revitalization in the new era is the inherent meaning of comprehensively promoting rural Revitalization

It can promote sustainable rural development. There is a close relationship between rural talents and sustainable rural development. Rural talents are an important driving force for achieving sustainable rural development, and sustainable rural development also needs to attract more talents to participate. Only by strengthening talent cultivation and introduction can we better promote the prosperity of the rural economy, social stability, and cultural inheritance, and achieve sustainable rural development.

## **2. The practical functions of cultivating and introducing talents for rural revitalization in the new era**

### **2.1 Unleashing economic vitality and promoting industrial prosperity**

It is important to consolidate and improve the basic rural management system, develop new types of rural collective economy, cultivate new agricultural business entities and socialized services, and develop appropriate-scale agricultural management. We should innovate the economic development model of rural areas and explore agricultural industry chain models suitable for local conditions, such as "company + farmers", "cooperatives + farmers", and "family farms + farmers", to achieve large-scale, intensive, and efficient agricultural development. At the same time, attention should be paid to developing new forms of business such as rural tourism, leisure agriculture, and rural e-commerce to enhance the added value of the rural economy. Selecting industries with high economic added value requires a full combination of market judgments. Only talents with a market perspective and mindset can seize opportunities. Therefore, market talent demand is an inherent aspect of rural economic vitality and industrial prosperity.

### **2.2 Improving governance level and achieving effective governance**

The report of the 20th National Congress of the Communist Party of China points out that it is necessary to deepen the reform of the rural land system and endow farmers with more adequate property rights. It is essential to ensure the legitimate land rights and interests of farmers who have settled in cities and encourage voluntary and compensated transfers in accordance with the law. To advance the reform of the rural land system, it is necessary to improve the rural land contracting system, promote the circulation of rural land, and activate idle rural land, so as to improve land use efficiency and effectiveness and provide land resource guarantees for rural economic development. At the same time, it is necessary to strengthen the management and utilization of rural collective construction land and promote the entry of collective construction land into the market. It is important to optimize the development environment for rural economies, strengthen policy support for rural economic development, including fiscal, tax, and financial policies. At the same time, it is necessary to optimize the service system for rural economic development, strengthen the construction of agricultural public service systems, and improve service quality and efficiency. Financial institutions are encouraged to innovate rural financial products and services, providing convenient and low-cost financing channels for farmers and agricultural enterprises. In addition, it is possible to explore new financial business forms such as rural property rights mortgage loans and agricultural insurance to enhance farmers' ability to resist risks. Therefore, the demand for management talents is an inherent aspect of effective and capable governance.

### **2.3 Improving the living environment and building beautiful countryside**

The report of the 20th National Congress of the Communist Party of China points out that it is necessary to coordinate the layout of rural infrastructure and public services, and build livable, employable, and beautiful countryside. Improving the human settlement environment is an important issue for social development, especially in rural areas. A good human settlement environment can not only enhance the quality of life of residents but also promote sustainable development in rural areas. Improving the human settlement environment can enhance the quality of life by providing clean water, improved sanitation facilities, convenient transportation, and meeting the basic living needs of residents.

## **3. Path Selection for Cultivating and Introducing Talents for Rural Revitalization**

### **3.1 Clarifying the Policy Formulation Body for Cultivating and Introducing Talents for Rural Revitalization**

When formulating policies for cultivating and introducing talents for rural revitalization, it is necessary to fully consider the interests and needs of various parties and form a collaborative promotion mechanism led by the government, supported by enterprises, and participated by society to jointly promote the smooth development of rural talent revitalization work. The government should play a leading role, overall plan the work of rural talent revitalization, and formulate relevant policies and measures, including policies on talent cultivation, introduction, utilization, and incentives. At the same time, the government should also strengthen supervision and management of rural talent work to ensure the effective implementation of various policies. Enterprises should also actively participate in the cultivation and introduction of talents for rural revitalization. Enterprises can help college students and young talents understand the situation of rural areas, agriculture, and farmers by providing internship opportunities, training courses, and practical platforms, and improve their practical ability and innovation and entrepreneurship skills. At the same time, enterprises can attract outstanding talents to develop in rural

areas through recruitment and introduction. Social organizations are also one of the important forces for cultivating and introducing talents for rural revitalization. Social organizations can carry out various forms of training, exchanges, and cooperation activities to provide more practical opportunities and learning resources for college students and young talents. In addition, social organizations can raise public awareness and participation in rural development through promotion and education, creating a good social atmosphere.

### **3.2 Improving the Incentive and Evaluation Mechanism for Cultivating and Introducing Talents for Rural Revitalization**

Attracting, cultivating, and retaining talents are crucial for rural revitalization. We should follow the law of talent growth, improve the incentive mechanism that enables talents to fully display their abilities and the competitive mechanism that helps talents stand out, and scientifically establish a performance evaluation system. The evaluation results should be directly linked to subsidies, promotions, commendations, etc. to encourage more rural talents to make practical contributions and lead the masses to prosperity, creating a favorable situation where various talents can fully demonstrate their creativity and intelligence. It is necessary to establish and improve a talent fault tolerance and error correction mechanism, tolerate their mistakes in their work, foster an environment of "encouraging innovation and tolerating failure", maximize their work enthusiasm, reduce their concerns in undertaking entrepreneurial activities, and allow them to advance lightly.

Fully constructing a reasonable talent incentive evaluation mechanism. The evaluation criteria should be mainly based on actual contributions and abilities, taking into account various aspects such as moral character, knowledge, abilities, and achievements. By establishing a fair, objective, and objective evaluation mechanism, we can provide opportunities for excellent talents to be promoted and rewarded, while motivating other talents to strive to improve their own qualities.

### **3.3 Vigorously Developing Rural Agricultural Economy**

Tap into local agricultural resources with unique characteristics. For example, Lin'an County in Zhejiang Province has leveraged its bamboo resources to develop a series of bamboo products that are sold throughout the country, driving local economic growth. Promote industrial upgrading and optimization.

Encourage social capital participation. Attracting social capital to invest and start businesses in rural areas can drive the development of the agricultural economy. For instance, Shaanxi Province has piloted the introduction of urban agricultural enterprises to invest in the construction of vegetable planting bases. By adopting modern planting technologies and management models, they have increased vegetable production and quality while providing employment opportunities and income channels for local villagers. Urban enterprises can utilize their own resources and networks to introduce external resources and partners to the countryside, promoting the upgrading and optimization of local industries. Through exchanges and cooperation with the outside world, they can expand the sales channels and market space of rural industries, enhance the popularity and brand value of products, and strengthen the sustainable development capabilities of the rural economy.

## **References**

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