

# **Undergraduates' Self-employed Status Quo and Countermeasures in New Countryside Vision**

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**Abstract:** The employment of undergraduates has always been a hot social issue. In recent years, our nation has been advocating independent profession choosing and providing policy assistance to the self-employed undergraduates. What's more, for those who are employed, post support has been provided, too. To guarantee the basic living standard of the undergraduates of the current year, China has reasonably regulated the basic wage of undergraduates and some of the places also provide living allowances for them. However, national support does not change the difficult situation of employment for the undergraduates that much. Facing with the employment pressure, a lot of the graduates come to countryside with their dreams of self-employment. This thesis will aim at the improving of independent self-employment and analyze the undergraduates' self-employed status quo and countermeasures in new countryside vision.

## **Introduction**

On October 8th, 2005 during the Chinese Communist Party 16 Fifth Plenary Session, <The 11th Five-year Program Proposal> was formally passed. The goal of construction of socialism new countryside was established, which is the increasing of investment to countryside economic construction, people's livelihood facilities construction and environmental construction, thus to help the countryside to realize a well-off society as early as possible. During the process of building a well-off society in an all-round way, the development of countryside is not only a difficult part, but also an important part. Agricultural development is the basis for China's economic development. With a large area and a large number of population, the countryside area plays an important role. The harmonious development of countryside lays a solid foundation for the harmonious development of the whole society. To accelerate the construction of socialism new countryside, China put forward the call of cities bringing along countryside. It has corresponding achievements. However, the problems existing in village and town construction are not effectively solved, which has seriously impeded the development of economy in countryside. The undergraduates to get self-employed in countryside can not only solve the problem of difficult employment, it also helps to attract more talents to countryside to boost the development of economy in countryside.

## **Advantages and Disadvantages of Undergraduates being Self-employed in Countryside**

According to the data published by the Ministry of Education, there were more than 75 million undergraduates in 2016. There are more employment opportunities in cities and the salary is relatively high. However, a lot of undergraduates choose to be self-employed in their hometown in countryside because it cost high to live in cities and the competition in cities is fierce. Due to the fact that there are great differences to develop in countryside and in cities, there co-exist advantages

and disadvantages to be self-employed in countryside.

The undergraduates' chosen of being self-employed embodies that there are some advantages to be self-employed in countryside. The details are as follows. ① The cost of production is relatively low. The biggest difficulty the undergraduates face with is the initial capital rather than orientation though a good idea decides the orientation of entrepreneurship. Most of the undergraduates who are from countryside are not rich at all, and the initial capital has always been the stumbling block during the entrepreneurship. However, compared to cities, countryside enjoys lower labor compensation and reasonable land use fee. Therefore, to start an entrepreneurship in countryside needs lower initial capital, which helps to solve the problem of capital shortage to a great extent. ② The market competition pressure is smaller. With the putting forward of the reform and opening-up policy, China has increased the investment in the construction of coastal areas. Therefore, compared with villages and towns, cities have more employment opportunities and the salary is higher. Under such circumstance, a lot of people poured into cities from villages and towns. To improve the life quality, most of the young people in villages and towns prefer to work in cities rather than to go back to farm. Therefore, the market competition is less in countryside than in cities. ③ There are bigger business spaces in countryside. Compared to cities, countryside develops much slower. A lot of industries are now in high-speed development or saturation condition in cities, but are still at the beginning stage in countryside. Let's take the express industry as an example. A lot of villages are not included in the service range of the express companies because they are too remote, and the villagers can only choose the post offices in town, which makes it quite inconvenient for them to receive or deliver things. The undergraduates can invest to join the express company to establish express spot at proper places.

Though there are a lot of advantages to start a business in countryside, we must not ignore the disadvantages which are: ① The target market is very limited. Currently, there are about 1.37 billion people in China, and the rural population consists 50.32% of that. However, to get higher income, a lot of the people from the countryside choose to stay in cities, leaving a small number of population in countryside, which results in the decrease of product demand group. ② The basis in countryside is weak. During the economic development process, the strategy of cities bringing along countryside development has been adopted. Therefore, more assistance are provided to cities either on aspects of economy or policy, making the development of economy in cities and countryside uneven. In a long term, the disadvantage of weak infrastructure becomes increasingly prominent. According to the data of the Ministry of Agriculture, the schooling of Chinese farmers is about 6 years and 45.6% of the farmers are illiteracy or half-illiteracy, with technical personnel only occupying 0.86% of the laboring population. To start a business in countryside, the undergraduates need to hire corresponding labor force. However, with low degree of education, it is hard to introduce new concept or technology. What's more, the transportation is relatively lagged behind, which makes it inconvenient for marketing. ③ The ideology is backward. Being influenced by the traditional concept of "To be a scholar is to be the top of society," a lot of parents believe that only being educated can help the kids to make a rise in life and it is hard for them to accept the kids to develop in countryside. They may prefer the kids to develop in cities rather than going back to countryside. Therefore, a lot of undergraduates will need to face with the ideological pressure if they want to be self-employed in countryside.

### **Status Quo of Undergraduates being Self-employed in Countryside**

Under the background of new countryside construction, more undergraduates choose to start a

business in their hometown in countryside. According to a survey, the status quo of undergraduates being self-employed in countryside is reflected by the following points. ① The industrial structure is too limited. Though with advanced entrepreneurship concept, the undergraduates are lack of social experience because they have been long stayed in campus. Therefore, most of them will choose to begin a business in primary industry (breed aquatics or planting) or secondary industry (raw material processing). The local specialty has especially become the main direction for them. ② They have immature entrepreneurship concept. A lot of undergraduates are lack of competitiveness in cities. They have no choice but to try entrepreneurship back in their hometown. However, they do not have correct entrepreneurship concept regarding to entrepreneurship choice, but to depend on the market and follow the trend. For example, Shiji Town in Xuzhou City is a famous furniture manufacturing area in Jiangsu Province, and the furniture produced there have now been sold to all parts of the country with e-commerce being increasingly spreading. Therefore, a lot of undergraduates choose to manufacture and sell furniture. However, with the development of industry scale and increasing of competition pressure, the undergraduates are more likely to fail because they are lack of experience and fail to establish their own characteristics. ③ They are lack of capital. Advanced concept indicates the direction for entrepreneurship and it decides the top thread, while capital is the basis of entrepreneurship, which decides the basic. A lot of the countryside undergraduates are from families which are not rich. They are lack of experience, so the relatives are reluctant to support them. The most common situation among the entrepreneurship is the lack of capital, and it is an important factor which limits the undergraduates to start a business.

### **Factors Limiting the Undergraduates to be Self-employed Back in Their Hometown**

To meet the needs of talent, China improved the strategy of "developing the country through science and education". However, in the practical process, there exists serious misunderstanding in the education system. Currently, more attention is paid to the cultivation of skilled talents, and the cultivation of the students' independent ability has been neglected. In the last century, this kind of cultivation mode has provided a great number of talents for the economic construction of China. However, with the change of social production mode, the society needs innovation talents more than skilled ones. The objective of personnel cultivation in colleges does not confirm to the needs of the society and the enterprises. This kind of talents cultivation mode which does not stay up-to-date cannot apparently meet the needs of social development. With such education mode, the students are lack of independent entrepreneurial ability.

Schools are the principal part of education, and colleges should bear the brunt of students' employment difficulty. The lack of occupational planning has influenced the students' career prospects, which is mainly reflected in the following points: ① The colleges are lack of career planning courses. Career planning courses involve the development direction of business and position, providing a theoretical foundation for the students. However, a lot of colleges do not have such kind of courses and most of the teachers just try to infuse the specialized knowledge to the students instead of explaining to them what the prospect of the business will be. ② They are lack of career planning competitions. The students' career planning competition has always been a key one among all campus activities, and it can provide a great platform for the students to plan their career and choose their industry. However, a lot of colleges fail to pay enough attention to such competition and the students are lack of such platforms to present themselves.

The biggest problem for undergraduates to start a business is the financing difficulty, which is mainly reflected in the following points: ① The standard for financing is quite high. Li Xiaoshan, the president of Chinese Business Association, indicated that among all the small and medium-sized

enterprises, only about 10% of them can get the bank loan, while the other 90% are always rejected. Though privileges have been given by all major banks and local commercial banks to the undergraduates who want to start a business regarding standard, procedures and interests, the loan gained from the bank cannot be the main part of financing during the process limited by the operating costs and profit margin. They can generally provide less than 50,000 Yuan small-sum guaranteed loan, which can only meet the needs of common planting or breed aquatics which need low investment. However, for project on agricultural products reprocessing or small industries, it is hard to guarantee a sufficient capital, which makes it much difficult to start. ② The loan interest rate is quite high. During the National People's Congress and the Chinese Political Consultative Conference, Chen Dan, the Chairman of Guangdong Provincial Federation provided her investigate and survey result which indicates that the loan interest rate for small and medium-sized enterprises is about 10% to 30% higher than that for state-owned enterprises.

### **Effective Measures to Promote Undergraduates' Entrepreneurship**

The colleges should adjust the content of courses and teaching methods according to the actual requirement of entrepreneurship to strengthen students' entrepreneurship education, thus to provide the students with favorable educational environment and growing space and cultivate innovative entrepreneurial talents who fit to new countryside construction. First, colleges should lead the students to form scientific value and view of employment. The students should connect their personal value to the value of the nation and the society. As for the view of employment, they should abandon the traditional concept of combining the "independent employment and self-employment industry theory" and the "city only theory." They should realize the integration of personal value and social value. To start a business in the countryside not only helps to realize their personal value, but also helps to advance the construction of new socialist countryside, with the social value realized. Second, the colleges should continuously adjust the content of courses according to practical needs and conduct teaching reform to make the students meet the needs of the future society. The teaching method should be timely adjusted with more internship and practical trainings so that the students can be well equipped with specialized knowledge as well as strong practical ability. While in campus, a solid knowledge basis will be laid to form a reasonable knowledge structure so that they won't fail when they enter the society to start a business on their own. Third, the entrepreneurship service base in countryside for the students should be established to carry out all kinds of question & answers activities to solve their problems and make it benefit the great policies.

The government should play a leading role. First, a fair competitive market environment should be perfected. The government functions should be further transformed to increase public product and service supply to provide more opportunities for the entrepreneurs. The government should clean out and abolish the regulations which hinder the entrepreneurship and break the regional protectionism. Second, the government should accelerate the speed of establishing fair competition censorship and form an integrated, transparent and orderly market. Antitrust and unfair competition should be conducted according to law thus to eliminate the unfair competition and practice unfair competition and practice which goes against the entrepreneurship and innovation development. In a fair and just entrepreneurship environment, the legitimate interest of each entrepreneur should be protected to boost the entrepreneurship enthusiasm. Third, the government should lower the loan difficulty for the undergraduates. The time used to get the loan is long and the procedures are miscellaneous for the current small and medium-sized enterprises. Therefore, the government should shorten the time and reduce the procedures. What's more, the loan commitment

should be increased to guarantee enough space and remit the enterprises' economic pressure. At the same time, the government should decrease the loan interest rate for the undergraduates.

First, the students should study very hard to lay a solid knowledge foundation to ramp themselves up with needed theoretical attainment. At the same time, they need to put what they have learnt into practice. They should actively participate in the social practice activities held by the colleges to deepen their understanding about the society and the knowledge. They also need to carefully observe and continuously accumulate things to find the programs which suit themselves. They need to be prepared with a goal. Second, the students should form a correct view of entrepreneurship. They should set goals with firm confidence to insist entrepreneurship. They should not be influenced by traditional employment concept during everyday study and life. They should combine their dreams with the needs of the nation and people to submit to and serve the overall situation of national development. They should actively devote themselves in the trend of countryside construction and apply what they have learnt to the entrepreneurship in countryside. They should value the importance of training and take part in the training actively no matter they are organized by the government or colleges, keeping in mind that these trainings will have potential influence on the future work. By participating in the training, their entrepreneurship conscious will be enhanced, and they will learn to plan entrepreneurship, improve their ability and feel the atmosphere, thus to get them fully prepared with high-quality practice.

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