

A Study on the Construction of Local Talent Teams under the Rural Revitalization Strategy: A Case Study of Horqin District, Tongliao City

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Abstract: In light of the general direction of the central documents, we need to advance agricultural and rural modernisation to raise the sense of achievement and happiness for farmers, thereby implementing the strategy of rural revitalisation. Talent is needed for the new rural order. In recent years, Horqin District of Tongliao City has laid a certain foundation for the development of local talent teams and has achieved good results in the total number of talents, the general structure and the level of skills. However, compared with the speed of agricultural and rural development in the district and the expectations of the people, there are still some deficiencies and shortcomings. Therefore, Horqin District of Tongliao City should address the problem of talent shortage, pay more attention to developing human resources, foster more local talents, attract talented people from all over the country, and thus provide strong talent support and a guarantee for rural revitalization.

Keywords: Rural Revitalisation Strategy, Local Talents, Horqin District

Introduction

In the new era, China will continue to pay more attention to addressing problems in agriculture, rural areas and for farmers in its work. The government has introduced a number of policies to support, benefit and empower farmers, promote agricultural modernisation and the construction of a new rural area. In particular, the central government has repeatedly emphasised the need to promote agricultural and rural modernisation, improve the sense of achievement and happiness for farmers, and thus made the decision to implement the rural revitalisation strategy. Talent Cultivation is the Foundation for Rural Revitalisation. In the spirit of rural revitalisation, good financial support and material guarantees should be provided, along with a team of high-quality talents to lead this large-scale development of rural revitalisation. As mentioned in the 2020 Central Document No. 1 on strengthening safeguards to address rural weaknesses, we need to "cultivate more talents who understand and are devoted to agriculture and rural areas, are committed to working in the countryside, and promote the application of more scientific and technological achievements in the field". However, due to geographical reasons, unfavourable transport conditions, poor environments, etc., the ability of rural areas to attract and retain external talent is relatively low compared with that in urban areas. Therefore, we should cultivate local talents. The local people are skilled craftspeople, native scholars and local experts in the countryside. They are the talented artisans of the countryside who spread the spirit of craftsmanship among the villagers. These local talents work at the production front line all year round and have rich practical experience. They have good skills and expertise, are relatively easy to implement, promote and have quick results, so they are very effective in developing local communities, boosting the regional economy and enriching rural life. Based on the above facts, in order to promote the development of local talent teams and thus drive rural revitalization, we need to accelerate this process. In recent years, with the rapid progress of industrialisation in agriculture and animal husbandry in Horqin District, Tongliao City, the development of local talent teams has also been going well. However, compared with the speed of agricultural and rural development in Horqin District and the wishes of the people, there are still some shortcomings. Therefore, Horqin District of Tongliao City needs to address the issue of talent shortage, focus on developing human resources, open channels for the flow of intellectual resources, technology and management expertise to rural areas, cultivate more local talents, attract talented people from all over the country, provide strong talent support and guarantees, and thus promote the cause of rural revitalization.

1. Practices in the Development of Local Talent Teams in Horqin District, Tongliao City

Horqin District is the first district of Tongliao City. The main agricultural products are corn and livestock; beef cattle and pigs are the main kinds of livestock. Over the years, many large and medium-sized high-end agricultural and animal husbandry enterprises have been established in the district, such as the nationally famous Meihua Biological Technology, Jinluo Food and Mongolian King Liquor Industry. With the rapid development of industrialisation in agriculture and animal husbandry, so too has the construction of local talent teams advanced. In recent years, Horqin District has continuously promoted the use of local talents to drive rural development, cultivated its own "golden brand" of local talent, and comprehensively strengthened the development of local talent teams. The local talented people have taken the initiative to pass down the inheritance of skills and techniques, promoted the development of industries, driven the prosperity of local communities, and thus provided strong support for the progress of poverty alleviation and rural revitalization.

1.1 Policy Guidance: Strengths and Deficiencies of Institutional Mechanism Construction for Local Talent

Strengthening the training and development system for local talents will help promote united leadership at the district level, improve inter-departmental coordination, and increase the participation of social organisations. Based on the amount, quality, structure and distribution of local talents, a category database will be built, dynamic management will be carried out, and attention will be paid to providing services for the cultivation and use of local talents. The district has issued six policies to continuously improve the system of talent cultivation and attraction in the new era, such as the Implementation Plan for Strengthening and Optimising Talent Work in the New Era. It will promote the reform of the talent management system, reduce the constraints on talent innovation and entrepreneurship, and maximise the realisation of talent dividends through reform dividends. Based on the demands from the grassroots, some modifications and enhancements will be made to the talent allocation database in the district. It has added specialisations in the control of desertification, use of resources and plant protection for agricultural extension, agricultural engineering and veterinary medicine to the list of urgently needed and scarce talent specialisations. All kinds of flexible channels for the introduction of talent have been employed, such as advisory guidance, project cooperation and rotating expert programs, to bring in 17 "highly advanced, sophisticated and urgently needed" industry professionals who can solve key technical problems in rural revitalization industries and promote industrial development in the district. Thus, we can better meet the demand for talent in the new era of rural revitalisation and create a good cycle of talent attraction and industrial development.

1.2 Dual Cultivation and Strengthening the Leadership of Local Talent in Work

The district aims to train the members of the village "two committees" to become large-scale industrial enterprises. It has good local talents, such as leading officials, professionals and technicians, and wealthy individuals in the countryside; it conducts publicity and education for the "strengthening villages through industries" initiative and provides technical support. The above work has continuously promoted the internal development momentum of members of the village "two committees", and the district has accumulated a total of more than 300 large-scale industrial enterprises. The district hopes to establish a large-scale industrial enterprise as one of the "two committees" for the village. Many learning platforms have been set up, such as "farmer night schools" and "rural lecture halls", to enhance the ideological literacy of large-scale industrial enterprises, skilled workers and educated youth, thereby encouraging them to join the Party organisation. The district has more than 500 outstanding rural progressive individuals and large-scale industrial operators with senior high school education or higher; they are about 30 years old, have certain leadership qualities for development and prosperity, have been added to the cultivation pool of reserve cadres for the "two committees", are given tasks, have responsibilities entrusted to them, and are put in charge of leading development projects. After the election of the new "two committees", some outstanding reserve cadres have joined the leadership of the "two committees". The district has also organised the "Hongyan Returning to Tongliao" project, carried out many surveys to find talented people working outside the area, held forums for local talents, and set up liaison platforms. Based on the above, inform the people in their hometowns about the progress of the city, collect their opinions and suggestions, and discuss important plans for the city. By appealing to their emotional attachment to their hometowns, the district can stir up the nostalgia of migrant workers, professionals, retired government and institutional staff, college and university graduates, demobilised and retired soldiers, etc. It will lead and motivate the 52 "returning talents" to

go back to their hometowns and start businesses, thereby achieving the goal of rural revitalization.

1.3 Scientific Training and Efforts to Improve the Skill Level of Local Talents

The district has begun the "Capability Enhancement Project" for local talent. Given the development of characteristic industries such as onions and sandy-land grapes in the area, training resources will be added from the Sunshine Project, the Warmth Project, the Rain Plan and labour transfer training programmes. It will make full use of the initiative and proactiveness of functional departments such as the Bureau of Agriculture and Animal Husbandry, the Bureau of Science and Technology and the Bureau of Labor and Employment to actively promote the "New-type Professional Farmer Training Project" and strengthen the cultivation of local talent. In light of the talent requirements for the rural revitalisation strategy, our district has strengthened its efforts to develop leading talents in rural revitalisation, promoted the formation of innovative and entrepreneurial teams of talented people in modern agriculture and animal husbandry, and accelerated the cultivation of local leading talents. At the beginning of 2024, it held two rounds of skill improvement training courses for rural practical talents in Hangzhou, Huzhou and other cities in Zhejiang Province, training 53 rural professional brokers and e-commerce livestreaming talents for rural revitalization. A "Capability Enhancement Project" for local talent has begun in the district. From 2023 to the present, all kinds of organisations have been established, such as centralised rotational training, on-site classes and distribution of materials, etc.; a total of 69 training sessions have been organised for more than 42,000 people to continuously boost the internal motivation to advance rural revitalisation.

1.4 Outstanding Demonstration: Striving to Fully Unleash the Driving Force of Local Talent

Thirty-three four "New Era Civilization Practice Centers" have been built in this area, and outstanding local talents will be invited to perform and use the excellent facilities. Organise the outstanding local talents to teach the farmers some practical technical knowledge and help them learn some useful skills for improving their lives. Activities such as the "Experts at the Grassroots" initiative and the dispatch of first secretaries for village-level assistance are employed by the district to carry out this work. In addition, we will also provide full "group-based" support; 10 teaching teams and 50 outstanding teachers will be sent out to give targeted assistance to the 13 underperforming schools in Sumu Town and Gacha Village, "apprenticeship-style" service relationships will be established with 50 key medical experts and grassroots health centers, 42 science and technology commissioners will be put in the forefront to promote the application of technological achievements, and 12 senior technical specialists and 115 agricultural technology specialists will be chosen for paired assistance to the 345 key demonstration entities in science and technology. The above work addresses serious problems in the current situation, such as a lack of good-quality teachers, a shortage of medical and health services, and weak scientific and technological working ability at the grassroots level, all of which hinder the progress of rural revitalization.

2. Problems in the Development of Local Talent Teams in Horqin District, Tongliao City

Based on the above research, with the rapid development of industrialisation in agriculture and animal husbandry, Horqin District has achieved good results in the development of its local talent team in terms of the total number of talents, general structure and skill level. However, given the pace of agricultural and rural development in the district, there are still deficiencies and shortcomings in the current construction of local talent teams in light of the aspirations of the people and the demands of the rural revitalization strategy. The main issues in the district are as follows:

2.1 Insufficient Total Number of Local Talents and Severe Brain Drain

Although the rural population is large, the total number of practical talents is relatively small, their general education levels are low, and the structure of the talent team is unreasonable; thus, it cannot meet the demands of rural revitalization. With the progress of urbanisation, more and more local talents are leaving the countryside to pursue non-agricultural work in the cities, and most rural students who continue their studies in the cities are also looking for jobs after graduation. The trend will make life in the countryside even more difficult, and they already have a shortage of people.

2.2 A small number of local talents stay in the rural areas for a long time

Among the existing local talents, only a small number live and stay in the rural area for a long time, and their lives and work are fully dedicated to rural revitalization. However, most of the local talents are active and temporary; most of the time, they work and live in the city.

2.3 Severe Shortage of High-end Talent in the Agricultural Sector

As a large agricultural area, there are many large- and medium-sized agricultural and animal husbandry enterprises in the area. Most of the processing enterprises are still traditional types. The products of these enterprises do not have modern technology or other kinds of innovation, and their entrepreneurs are not very forward-thinking. The development ideas have not been fully changed to be talent- and technology-oriented yet. Thus, the district does not have outstanding talents and has been unable to attract or keep leading figures in this field.

2.4 Insufficient Focus on the Development of Management Talent

Due to traditional thinking, the district has focused more on training practical technical talents in rural areas and has not paid much attention to cultivating and selecting managerial talent. The district is facing the problem of having too few managerial staff with low professional qualifications.

2.5 The Lack of Local Talent for Economic Development

According to the above research, most of the organisations established by local talents are not large or powerful, and only a small number can effectively drive the development of the local economy. Most local talents are content with self-sufficiency. Although some are special cooperatives or large-scale planting and breeding households in family farms, most have an annual income of tens of thousands to over a hundred thousand yuan and are not significantly exposed to radiation or other sources of radiation.

3. Countermeasures and Suggestions for the Development of Local Talent Teams in Horqin District, Tongliao City in the New Era

Talent is the Foundation of Rural Revitalisation. The Opinions on Implementing the Rural Revitalisation Strategy point out that to carry out the rural revitalisation strategy, the problem of talent shortage must be addressed. Priority should be given to the development of human resources, and channels should be created for the flow of ideas, technology and management knowledge to reach the countryside; thus, more local talents can be nurtured, and talented people from all over the country can be gathered. Rural Revitalisation should nurture talent in high-end agricultural technology and management, pay more attention to the development of local talent (such as indigenous experts and local specialists), and invite in-house experts from outside. Based on the summary of existing experience, Horqin District should deal with its own problems in light of the actual circumstances and seize the opportunity provided by the rural revitalization strategy. It should foster all kinds of talents in rural areas who are dedicated to rural development and the cause of rural revitalization, such as village governance talents, new-type professional farmers, rural technical professionals, leaders in wealth creation, and rural economic managers. Through the work above, the district will gradually build a rural talent team in line with the needs of rural economic development and provide strong talent support for the progress of rural revitalization.

3.1 Optimizing the Construction of the Policy System for Local Talents to Advance Good Governance

First, the district is constantly issuing policies. Strengthen the implementation of services for engaged experts, establish institutional mechanisms, and study and formulate new and favorable policies to support the development of local talent, such as the Measures for the Management of Member Units of the Leading Group for Talent Work in Horqin District, the Measures for Rewards and Penalties for Talent Work in Horqin District, and the Opinions on Further Caring for and Supporting Talents. It will further increase the level of support for local talent in terms of policies, funds and other measures; boost the enthusiasm of local talents for innovation and entrepreneurship; and keep

strengthening their sense of political identity and shared goals.

Second, the district will improve training for local talents. Dynamically manage the local talent pool to keep the good ones and get rid of the bad ones. All kinds of means have been used to assess the technical skills and actual work performance of local talents every two years, such as public evaluation, on-the-spot observation and interviews, etc. Those who perform well in the evaluation will be commended and rewarded; those who fail the test will not be included in the list of local talents. The new candidates selected in the assessment will be added to the talent pool for management promptly.

3.2 Focus on the Development and Introduction of Local Talents to Ensure a Large-Scale Talent Pool

First, the district will establish a local talent pool. Carry out all kinds of surveys and collect all sorts of statistics on local talents, including those who have been rooted in rural areas for a long time, as well as those among migrant workers and businesspeople, professional and technical personnel, retired personnel from government agencies and institutions, and college and university graduates. Based on their professional knowledge, the district organises and records these local talents, establishes a local talent database at the level of district, town and village, systematically clarifies the baseline for local talents, and provides a foundation for the development of local talents.

Second, the district will do more to attract young people from their hometowns. Through the organisation of forums for local talents and the establishment of liaison platforms, we inform these individuals about the development of their hometown, collect their opinions and suggestions, and discuss major plans for the development of the hometown. Appeal to the emotional attachment people have with their hometowns to arouse a sense of nostalgia among migrant workers, businesspeople, professional and technical staff, retired personnel from government departments and institutions, college and university graduates, demobilised and retired soldiers, and other talented people in the district. Organise and motivate them to return to their hometowns and start businesses, thus truly attracting back local talent.

3.3 Strengthen training and cultivation of local talents in all aspects to ensure excellent professional ability

Strengthen the foundation for the young and talented. Allocate a certain sum of money for farmer training, give them preferential treatment, integrate local talent training into the training plan for farmers, and gradually increase investment in the development of local talents. The district will invite private investment to participate in the development of local talent and create a good environment for all parties in society to work together to advance the cultivation of local talent.

Second, the district will improve training for local talent. It will make full use of the resources of vocational colleges and agricultural technology promotion centers to offer hands-on training in practical skills. Make full use of the positions of intermediate and senior agricultural technical professionals in the region to regularly organise "Experts at the Grassroots" activities, invite experts and scholars to visit the countryside, carry out initiatives to bring science and technology to the countryside, establish pairing assistance with local talents, and provide effective guidance through teaching and mentoring. Make full use of the abundant scientific and technological resources and strong technical expertise at institutions such as Inner Mongolia Minzu University and the Tongliao Academy of Agricultural Sciences to conduct agricultural science and technology extension and training programs for cultivating a group of talented people in line with the goals of all these projects. Some outstanding young people from the area will be chosen for advanced study at colleges and universities to improve their all-around development.

3.4 Use the demonstrative role of local talents to promote the development of prosperity

First, the district will fully utilise the radiating and driving force of local talents. Using the technology, we can employ the management and information-access skills of local talents to encourage more people in the community to participate in the commodity economy through project promotion and market-oriented approaches. The district will encourage and support local talents to organise farmers in the construction of all kinds of new specialised rural cooperative economic organisations according to the principles of voluntariness, mutual benefit, equal cooperation, shared gains and shared risks. It will enable the farmers to increase production scale, strengthen their competitiveness, improve marketing

and organisation, help them enter the market in an organised manner, and thus increase farmers' income steadily.

Second, the district makes full use of local talents to demonstrate and lead. It will motivate and support local talents to build science and technology demonstration bases, high-quality seedling breeding bases and high-efficiency precision agriculture demonstration parks, spread the dissemination and application of new varieties and technologies, help farmers increase their income, and achieve prosperity based on scientific and technological progress. The district can help local talented people organise technical training courses and establish technical intermediary service institutions to disseminate scientific and technological knowledge among farmers, improve their scientific and technological literacy, provide technical guidance, help farmers solve practical problems in production, and increase the efficiency of agricultural and animal husbandry production.

3.5 Continuously improve the construction of the environment and atmosphere to keep the interest of talent

First, the district will construct rural facilities. It will help to reduce the urban-rural gap, increase investment in projects, and continue to pay more attention to building public facilities in rural areas to further improve the living standards of rural residents. The district has continuously improved the rural environment, advanced the treatment of rural domestic sewage, implemented the "toilet revolution", managed waste disposal, built beautiful and livable villages, explored and promoted effective models for ecological treatment of rural domestic sewage and harmless treatment of domestic waste, and striven to create a good living environment.

Second, the district actively spreads the good deeds of its local talents. Actively select and promote outstanding models from among the local talents, and through various channels such as Horqin Converged Media, spread the news of their excellent deeds and their role and influence in the economic and social development of the countryside. The district can promote the spirit of local talents in science and technology, support their difficult entrepreneurship, demonstrate a spirit of practice, create a good social environment for local talents to engage in all sorts of activities, and help them achieve success and excel in their work. Therefore, it will be more convenient to recognise more outstanding local talents.

Third, the district will improve the system of commendation and reward for local talent. Develop effective and practical measures to recognise and reward local talent, give appropriate commendation and praise to those who lead farmers and the masses in the pursuit of common prosperity, and celebrate their outstanding achievements. Based on the above, the district is gradually creating a good environment for local talents and inspiring a sense of achievement among them.

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