

## **New Generation of Farmers' Entrepreneurship Education and Promotion of Implicit Human Capital**

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**Keywords:** New generation of farmers, Entrepreneurship education, Implicit human capital.

**Abstract.** The essay presents a critical issue to promote implicit human capital in order to develop new generation of farmers' entrepreneurship education. The cultivation of new generation of farmers is the key to cultivate agricultural reserve talents. Entrepreneurship education is an effective way to cultivate new generation of farmers. Some strategies are put forward to improve the cultivation of new generation of farmers' entrepreneurship education.

### **Introduction**

New generation of farmers are reserve force for the development of modern agriculture. They refer to young farmers who were born after 1990, and have potential willing to engage in agricultural production and management activities. Strengthening new generation of farmers' entrepreneurship education, development of implicit human capital, and making new generation of professional farmer groups grow, which are the prerequisite of ensuring sustainable development of agriculture and realizing adjustment and upgrading of agricultural structure.

### **Entrepreneurship Education Is an Effective Way to Cultivate New Generation of Farmers**

The new generation of farmers who start a successful business need to have three abilities. One is firm belief and perseverance. Two is to discover and seize business opportunities with awareness of the problem. Three is to have innovative spirit and entrepreneurial passion, strong execution ability and bold behavior.

Developing entrepreneurial culture and setting an example in entrepreneurial typical innovation, which are of great benefit to new generation of farmers' entrepreneurial awareness and spirit. Put entrepreneurial values into their soul, cultivate their abilities to capture market opportunities, seize market opportunities, make best use of potential human capital resources of new generation of farmers, form human capital advantage, promote development and growing of new generation of farmers.

The low level of science and technology and the continuous outflow of skilled personnel in rural areas are major obstacles to sustainable development of agricultural economy and society. Through entrepreneurship education, it would be possible to improve the abilities of the new generation of farmers to adapt to the market and engaging in agricultural production management, and enhance their abilities to resist market risk and profit. This would make them root in rural areas, finally can survive and start developing and growing their business.

### **New Generation of Farmers' Entrepreneurship Education and Cultivation of Entrepreneurial Ability**

Through entrepreneurship education, we can improve the quality and ability of new generation of farmers in entrepreneurship, including ability to discover opportunities, ability to optimize the allocation of resources, operating and management ability, re-learning ability, etc.

### **Ability to Discover Opportunities**

Agricultural production operator can find and identify opportunities in a rapid changing market, seize the opportunity and make good use of the time, which is the key ability of new generation of farmers' entrepreneurship development. This is also the beginning of entrepreneurship if they use opportunity timely and effectively and integrate the resources.

### **Ability to Optimize the Allocation of Resources**

Ability to optimize the allocation of resources refers to the ability that new generation of farmers effectively acquire capital, resources, technology and talents in their production and operation activities. Through entrepreneurship education, it would be possible to foster the ability of the integration of resources of the new generation of farmers, make full use of all kinds of resources, as well as improve their coordination capacity of social relations, and sense and ability of teamwork.

### **Operating and Management Ability**

Management ability is the external comprehensive representation of a person's knowledge, training, quality and other basic conditions. Agricultural production and management is a kind of behavior of new generation of farmers' management and coordination ability. Management ability is vital to the success of production and day to day operation.

### **Ability to Re-learn and Problem Solving**

New generation of farmers will encounter new problems in production and operating activities, so they need to have the ability to re-learn, especially to encounter new problems, new ideas and new solutions. Learning ability is to decide whether to overcome the difficulties and challenges, thus achieve success.

### **Implicit Human Capital Is the Core Competitiveness of New Generation of Farmers**

The prominence of knowledge economy places a great demand on accumulation and training of human capital, which makes implicit human capital more important. On the one hand, it becomes more and more rare for people to be engaging in one occupation as their lifelong career. So-called lifelong occupation has become increasingly scarce. New generation of farmers are facing diversified occupation choices; On the other hand, the trend of agricultural economy industry itself presents diversification development. Integration tendency of primary industry, secondary industry and tertiary industry becomes increasingly significant. It gradually becomes impossible for system integrity and unity of farmer occupation itself, which requires new generation of farmers with professional ability, social ability, personality ability and other board occupation abilities.

Professional ability is divided into professional skills and methods ability. Professional skills mainly include work skills, operational ability, is an explicit ability. Method ability refers to the working thinking of dealing with problems in practical work, including the ability of workers to relearn. Social skills include adaptability and communicative competence. It is a balance between personal needs and social expectations. It mainly displays adaptation to changing environments and the ability to communicate with others and team awareness. The ability of personality reflects workers as the main body, whose professional work depends on their psychological state and the psychological condition. Broad sense of professional ability is the concrete embodiment of implicit human capital, the foundation of its core competence and the potential of career promotion and development. It is also the basis for realizing social upward flow, and the demand for career modernization.

### **Promote the Cultivation of New Generation of Farmers' Entrepreneurship Education**

### **Improve the Social Status of Professional Farmers, and Create a New Generation of Farmers' Entrepreneurial Environment**

To improve the social status of the new generation of farmers, and create a policy environment

which can be beneficial to the cultivation, selection and introduction of the new generation of farmers. Construct a political, economic and cultural environment for the growth of the new generation of farmers. It is necessary to establish an institutional environment to respect and value new generation of farmers. Economically, ensure their income match their skills. Socially, improve their status. Respect their personality. Promote and develop cultural environment in order to attach importance to agriculture and respect farmers, form social share values, and become a kind of culture accumulation.

### **Innovate the System and Mechanism of Vocational Education, and Pay Attention to the Cultivation of Implicit Human Capital of New Generation of Farmers**

Pay attention to the potential development of new generation of farmers, cultivate self-growth ability of the new generation of farmers, and focus on the sustainable development of professional ability. Reform and improve vocational education system, innovate teaching mode and management mechanism, overcome obstacles of vocational education system. Put cultivation of students' ability of active learning and innovative learning in the first place, stimulate students' conscious learning interest.

### **Develop Modern Agriculture and Create a Stage Space for the Growth of New Generation of Farmers**

Take great efforts to develop modern agriculture, through increasing spending on agricultural science and technology and transformation of agricultural science and technology ,improve agricultural productivity, make agricultural production become a profitable industry; promote agricultural supply side structural reform, accelerate the pace of agricultural reform, promote the integration of agriculture and secondary industry and tertiary industry, innovate mode mechanism of agricultural production and operation, improve the operating efficiency of agricultural production, create a broad stage space for new generation of farmers to grow and develop.

### **Acknowledgement**

This research was financially supported by the planning topic of Henan province education science major tender topic "Henan province county vocational education development research" (2015-JKGHZDZB-12) and Henan provincial government bidding project in 2016 (B321).

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