

The Restrictive Factors of Migrant Workers Returning Home to Be an Entrepreneurship Under the Background of Rural Revitalization



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Abstract: In 2017, based on the new requirements of agricultural development, the Party and the state put forward the "rural revitalization strategy" for the new era, which is a precise guide for China's overall planning for agriculture, rural areas and farmers in the future. Rural revitalization, "prosperity" in industrial development, innovation and entrepreneurship is the primary way. In view of the historical experience, the party and the state fully realize that talent is the key element to realize the "butterfly change to prosperity" of the rural industry. Migrant workers, as the "elite immigrants" who stand out among China's rural population, migrant workers have become an important human resource for the Party and the country to realize rural revitalization. The Party and the country have continuously helped migrant workers to return to their hometown to start their own businesses from the policy and legal level, attracting a large number of migrant workers to participate in rural entrepreneurship activities. However, entrepreneurship is a complex and arduous business activity, which cannot achieve the best effect of rural industrial revitalization due to the lack of personal capital endowment, the deviation of the entrepreneurship policy of returning migrant workers, and the constraints of venture capital and financing. Therefore, migrant workers should strive to learn their own entrepreneurial knowledge and skills; local governments need to improve entrepreneurship education and training, policy adjustment and financial financing.

Keywords: Rural Revitalization; Peasant Laborers; Starting a Business by Returning to Hometown; Restrictive Factors

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1 Introduction

China's rural revitalization road is a long, tortuous but thick and thin process. In the past hundred years of exploration by the Chinese people, the Chinese nation has realized the transformation from traditional native China to "new rural China" [1]. The traditional "three rural" issues have also been endowed with new era values and historical missions, and have become an important issue related to China's achievement of the "second centenary goal" and the march toward a socialist modern power. In 2017, based on the new requirements of agricultural development, the party and the state put forward the "rural

revitalization strategy" in the new period, which is an accurate guide for China's overall planning of the "three rural" work in the future; It is the inheritance and development of the party and the state on the road of China's rural revitalization, which is of epoch-making significance.

Rural revitalization- "rejuvenation" in industrial development, innovation and entrepreneurship is the primary way. In view of historical experience, the party and the state fully realize that talent is the key element in realizing the "butterfly change to rejuvenation" of the

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rural industry, and migrant workers are undoubtedly an important human resource for realizing rural revitalization, and the party and the state have continuously promoted the return of migrant workers to their hometown from the policy and legal levels to start their own businesses. Facts have proved that under the encouragement of the party and the state, a large number of migrant workers have been attracted to participate in rural entrepreneurship activities, and new labor economic growth points have been created under the impetus of industrial gradient transfer [2], which has brought new demographic dividends to rural revitalization and social and economic development [3].

However, entrepreneurship is an arduous and complex business activity, which cannot achieve the optimal effect of rural industrial revitalization due to the insufficient personal capital endowment of migrant workers, the deviation of the landing policy of returning to their hometowns to start a business, and the constraints of entrepreneurial funds and financing. Therefore, it is necessary for migrant workers and the government to work together to solve the problem. Migrant workers need to cultivate a sense of independent learning and strengthen the cultivation of entrepreneurial professional knowledge and labor skills through acquired efforts; The government needs to make improvements in entrepreneurship education and training, policy adjustment, financial financing, etc., and solve the potential hidden dangers of returning to the hometown to start a business through two-way efforts, so as to jointly realize the beautiful vision of rural revitalization.

2 China's Rural Revitalization Exploration in the Past 100 Years

According to scholar Zhou Li (2018), China's rural revitalization exploration in the past hundred years has said: "The spontaneous rural construction movement that began in the early 20th century, the peasant reform movement led by the Communist Party of China, the new rural construction movement after the reform and opening up, and the rural revitalization strategy in the new period." [4].

In 1904, the father and son of the Mi family launched the "Zhai-Cheng Experiment" in their hometown for "rural self-help", which can be called "the forerunner of the rural construction movement of the Republic of

China"; In the same period, industrialists Zhang Jian and Peng Yuting initiated the rural construction movement, both creatively reformed the traditional village rules, but this movement was gradually weakened due to the limitations of factors such as "weak strength" and "internal and external troubles". Until the 1920s and 1940s, the decay and desolation of China's rural areas caused a large number of patriots to be deeply worried. "The fundamental problem of Chinese society is the rural problem" [5] became the general consensus of the Chinese people, so the rural construction school dominated by Lu Zuofu, Yan Yangchu, and Liang Shuming swept everywhere and surged forward; Mao Zedong, Sun Yat-sen, Wang Jingwei and other state forces participated in it. At first, the students of rural construction were different from different schools and shaped like scattered sand, but they all took the rejuvenation of the countryside and the rejuvenation of the nation as their own responsibility, and finally returned to the same place and spontaneously interacted [6]. The complex and intractable rural diseases, fierce political revolutions and armed struggles have caused the rural construction students to perish without hesitation. In 1949, when New China was founded, the Communist Party of China came to power in an all-round way, and the successive land reforms and agricultural socialist transformation achieved outstanding results in rural revitalization and guided the "three rural areas" to the socialist road, but the subsequent people's communalization movement went against the law of production and went to collapse.

The resurgence of rural revitalization stems from the opportunities for rural development under the background of reform and opening up and the dual contradiction between urban and rural areas in the process of modernization. At the beginning of 1978, the "big package" movement of dividing fields from household to households and agriculture in Xiaogang Village, Fengyang, Anhui Province, opened a new chapter in rural reform; The formation of the household contract responsibility system has realized the institutional transformation from the people's commune to the two-tier operation [7].

In 2003, the central authorities proposed "overall planning for urban and rural development", in 2005 proposed "building a new socialist countryside", and in 2006 proposed "production development, comfortable living, civilized rural style, neat and tidy villages, and

democratic management", marking that China's rural construction has gradually entered a new stage. In the following ten years, the Chinese people focused on the theme of "how to accelerate the development of the countryside [8]" and constantly actively explored and practiced, realizing the transformation of the traditional countryside to the new countryside in the past.

In 2017, based on the imbalance between China's urban and rural development and the increasingly prominent problems of "three rural areas" such as rural aging and left-behind children, the party put forward the "rural revitalization strategy" in a targeted manner, and rural construction entered a climax. The strategy of rural revitalization guided by the scientific concept of development and Marxist theory, and cultivated through policy means and endogenous forces of rural development [9] guide the coordinated development of China's urban and rural areas and promote the revitalization of rural areas. The rural revitalization strategy has always centered on the principle of "priority development of agriculture and rural areas", and strives to achieve the new requirements of "industrial prosperity, ecological livability, rural style civilization, effective governance, and affluent life" [10], form a "three rural" system project to promote "comprehensive upgrading of agriculture [11], comprehensive progress of rural areas, and comprehensive development of farmers". The rural revitalization strategy not only promotes the agglomeration of key elements, talents entering the countryside, able people staying in the countryside and industries going to the countryside [12], but also realizes a new pattern of rural entrepreneurship and innovation; It also provides an important opportunity and institutional guarantee for migrant workers stranded in rural areas in the "post-epidemic era" to participate in rural construction and migrant workers to "migrate" rural areas [13].

In the course of a hundred years of ups and downs, China has entered the "new rural China" of urban and rural mutual promotion and modern small farmers from the "old rural China" of village governance and small peasant economy. From the road of rural revitalization in China for a hundred years, it is found that whether it is the "squires who save themselves and doctors go to the countryside" of the rural construction movement, or the "national guidance and peasant participation" of the new rural construction, the important role of "talents" is affirmed.

3 Migrant Workers Are the Potential Human Resources for Rural Revitalization

Migrant workers are a special group derived from a certain socio-economic background. In the 1990s, under the influence of reform and opening up, the peasants' concept of survival and development changed, they were no longer satisfied with the land, but with the yearning for a better life in the big city, they chose to work in the city, forming the so-called "migrant worker tide". Over the next four decades, this team grew larger over time and became an important driving force in the process of urbanization.

In recent years, with the continuous adjustment of China's industrial structure, labor-intensive industries have gradually shrunk [14], it is the first to bear the brunt of the elimination in the labor market. Under the huge employment pressure, migrant workers realize that going out to work is no longer the best choice, coupled with the call of the national rural revitalization strategy and the natural friendship of the homeland, migrant workers embark on the road of "returning home"[15]. The transformation from "leaving home" to "whirling" is a new change in China's rural social construction. Whether the migrant workers returning to their hometowns are voluntary or passive, it is a potential opportunity for the return of human capital to rural revitalization, which has injected fresh activity into rural construction, increasing the employment pressure of migrant workers; The development of the platform economy has brought new employment opportunities, but it has also triggered new employment challenges such as "de-employer, dehumanization, and emotional utilitarianism" [16]; Under the background of the normalization and development of the epidemic, migrant workers are a type of vulnerable group with a "nomadic tendency" [17], it is the first to bear the brunt of the elimination in the labor market. Under the huge employment pressure, migrant workers realize that going out to work is no longer the best choice, coupled with the call of the national rural revitalization strategy and the natural friendship of the homeland, migrant workers embark on the road of "returning home". The transformation from "leaving home" to "whirling" is a new change in China's rural social construction. Whether the migrant workers returning to their hometowns are voluntary or passive, it is a potential opportunity for the

return of human capital to rural revitalization, which has injected fresh activity into rural [18].

In order to cultivate more new professional farmers who "understand agriculture, love farmers, and are good at management" and vigorously lead urban migrant workers to return to their hometowns to start businesses, it has to be said that this is a wise and win-win measure. First of all, migrant workers have a natural and close relationship with the countryside, are more familiar with agriculture, understand farmers, have a deep refuge in the countryside, love the countryside more, are more willing to return to the countryside, and are more able to base themselves on the countryside; Secondly, migrant workers as the outstanding "elite immigrants" in China's rural [19]. Have a broader vision, higher development demands, advanced ideas and rich experience in migrant workers, whether it is local employment, or return to the hometown to start a business; In addition, migrant workers carry the dual attributes of urban civilization and local affinity, and use important capital such as skills, information and funds accumulated during urban migration to feed their hometowns, providing rich nourishment for rural revitalization and industrial revitalization; Finally, some scholars pointed out that small-scale returnee start-up enterprises can provide employment opportunities for about 10 people, and large-scale enterprises can absorb more than 100 people to find employment [20], so migrant workers' entrepreneurship has created a number of new employment opportunities, driven local and nearby employment, promoted farmers' income, and realized the value of farmers.

4 Constraints for Migrant Workers to Return to Their Hometowns to Start Businesses

Migrant workers returning to their hometowns to start a business means that the rural labor force who goes out to work faces the opportunities brought about by changes in the external environment and the survival pressure of part-time work, mobilizes the human capital, capital and information resources accumulated in the process of part-time work out of the motivation of livelihood and self-realization, and establishes enterprises in rural and small towns, develops industrial and commercial service industries, and invests in commercial agriculture. [21].

In recent years, encouraged by the party and the state's

plan to introduce talents from rural areas, the enthusiasm of migrant workers to return to their hometowns to start a business has been unprecedentedly high. However, the large number of migrant workers returning to their hometowns to start businesses does not mean that the quality of entrepreneurship back to their hometowns is high. Data show that the failure rate of migrant workers returning to their hometowns to start a business is as high as 90% [22], and the low efficiency of entrepreneurship, limited space for enterprise development, small scale of entrepreneurship, poor management and weak ability to resist risks are common problems in migrant workers' entrepreneurship. As a relatively vulnerable group in entrepreneurship [23], migrant workers are more likely to face many challenges in entrepreneurship. Specifically, it can be summarized into the following three aspects:

4.1 Insufficient Capital Endowments for Returned Migrant Workers

The capital endowment of returning migrant workers is the skills and abilities possessed by migrant workers in a certain period of time and under environmental conditions [24], which is a key factor in their crossing the threshold of start-up [25]. However, in reality, some of the labor skills and market management concepts acquired by migrant workers during their work are isolated and fragmented, and are not enough to support complex entrepreneurial activities.

First of all, most of the returned migrant workers have a low level of education and have not received high formal entrepreneurial education and training, lack of entrepreneurial knowledge and low entrepreneurial resilience make it difficult to build a high-level and high-level concept of entrepreneurship, entrepreneurial enterprises are mostly subsistence self-employed households or small and medium-sized micro enterprises, the industry in the centralized catering, retail, tourism and other areas with simple operation, low investment, low technical threshold, lack of high-strength and high-innovation enterprises; Secondly, migrant workers often have "replica" behavior in the process of starting a business. Due to the lack of scientific market insight and enterprise management ability of migrant workers, coupled with the natural and conservative "peasant attributes", it lacks a certain innovative thinking and reform spirit in entrepreneurship, so it always blindly borrows and imitates entrepreneurial talents, resulting in

the sameness and overcrowding of entrepreneurial projects, compressing the profit margins of enterprises, causing vicious competition among peers, and directly affecting the economic benefits of enterprises.

4.2 Deviation of the Policy of Returning to the Hometown to Start a Business

Fang Ming and other scholars (2021) found that the performance of the support policy and government work efficiency of migrant workers returning to their hometowns is still low in the overall situation through a survey of more than 2,000 returned migrant workers to start a business in the pilot areas of returning to their hometowns to start a business. [26].

First, migrant workers are unable to fully obtain policy information due to their limited personal education level and cognitive ability, and it is difficult to deeply grasp and interpret government policies, resulting in a break in the information chain between the government and entrepreneurs, and increasing the difficulty of migrant workers returning to their hometowns to start a business; Second, although the CPC Central Committee has issued various support policies for returning migrant workers to start businesses, in actual implementation, there are still some grass-roots governments that are not in place in policy implementation, insufficient publicity and inefficient public implementation, especially the frequent interruption of policy adjustments, the complexity and inefficiency of procedures, and the cumbersome delay in procedural approvals that increase the administrative transaction costs and time costs of migrant workers' entrepreneurship; Third, migrant workers are the main body of returning to their hometowns to start a business, and the government should play a guiding role within its authority. However, some local governments are eager to achieve success, overstep their bounds, and compulsorily create a number of entrepreneurial "models" that do not conform to the actual situation of rural development, and interfere too much and give excessive guidance to migrant workers in starting a business without fully understanding their entrepreneurial ability and market demand.

4.3 Venture Capital and Financing Constraints

Sufficient entrepreneurial funds are the premise for the

smooth development of entrepreneurial activities, but the shortage of entrepreneurial funds and financing difficulties are a major "heart disease" common to returned migrant workers, which greatly dampened the determination of migrant workers to devote themselves to entrepreneurship.

First of all, entrepreneurship requires sufficient funds to maintain human, material and technical inputs. Although migrant workers have accumulated a certain amount of savings, they are far from enough for entrepreneurship; Although it is possible to seek help from relatives, friends, family and colleagues or other social relationships, the support provided is limited and it is difficult to meet the actual financial needs of migrant workers; Secondly, migrant workers lack certain financing skills, backward financing concepts, and are mainly based on traditional financing methods, such as friends' capital loans, internal family financial support, relatives' commercial housing mortgages, and government policy bank micro-credit loans [27]; Coupled with the low degree of financial inclusion in rural areas, the lack of formal financing channels [28], and the ineffective supervision of financing, it is more likely to face the dilemma of closed financing channels, low lending ratios and high transaction costs; In addition, although local governments have formulated relevant credit policies and tax reduction policies, most of them are concentrated in the early stage of entrepreneurship or investment promotion; Moreover, when migrant workers seek policy assistance, there are still problems such as harsh application conditions, high loan thresholds, low amounts, cumbersome procedures, and insufficient reduction and exemption policies [29] and they cannot obtain solid policy dividends, and it is difficult to fundamentally solve the bottleneck of shortage of funds.

5 Countermeasures and Suggestions

The return of migrant workers to their hometowns to start a business is the main theme of rural revitalization in the new era, and it is the practical demand for self-reform in the practice of rural revitalization in China [30]. So it is an inevitable requirement for the realization of China's rural revitalization by facing up to the obstacles in the process of returning migrant workers to start a business and taking effective measures to overcome difficulties.

First, individual migrant workers should cultivate a sense of active learning, strengthen the accumulation of professional knowledge such as financial management, marketing, financial economics, risk avoidance and other professional knowledge through the day after tomorrow, and master multi-dimensional labor skills to make up for the inherent shortcomings; The government should attach importance to the entrepreneurship education and training of migrant workers, establish and improve rural entrepreneurship education institutions through cooperation with universities, scientific research institutions and the resources of successful entrepreneurs, and encourage migrant workers to go out of imitation entrepreneurship and move towards innovation and entrepreneurship through various ways such as teaching knowledge and skills in colleges and universities, guiding technological innovation with scientific research institutions, and providing experience counseling for successful entrepreneurs, so as to achieve a good situation of mutual help between entrepreneurial talents and migrant workers, and create a cooperative, diversified and heterogeneous form of entrepreneurship.

Second, entrepreneurship support policies can effectively improve the performance of migrant workers returning to their hometowns to start a business [31]. First of all, it is recommended that the government strengthen public services for policy interpretation, build a policy consultation platform, establish a policy publicity organization, build a policy communication bridge with migrant workers, and strengthen entrepreneurs' understanding and application of policies; Second, the government should strengthen public governance capabilities, simplify the approval process for starting a business, shorten the procedures for starting a business, appropriately broaden the restrictions on starting a business, and lower the threshold for migrant workers to start a business; Finally, the government should enhance the main consciousness of farmers, comprehensively consider the advantages of migrant workers' endowments, local resources and industrial cluster characteristics, properly plan and guide, avoid excessive intervention, give migrant workers sufficient entrepreneurial space and development space, stimulate the entrepreneurial potential of entrepreneurs, and spontaneously become strong after being baptized in equal market competition.

Third, in view of the shackles on migrant workers' entrepreneurial funds, local governments should increase support for entrepreneurial funds, entrepreneurial capital

incentives, special funds, etc., and give full play to the role of financial investment leverage; Entrepreneurship loans are more motivating and effective than entrepreneurship subsidies for migrant workers' willingness to start a business [32], so in addition to the landing of preferential policies such as subsidies for entrepreneurial projects, tax reductions and exemptions, and low-interest or interest-free loans for policy banks, the government should issue more high-amount, low-profit, low-risk entrepreneurial loans to reduce the borrowing pressure of migrant workers. In view of the financing constraints, it is recommended that the government take the lead in mobilizing major investment institutions, financial institutions and enterprises to enter the rural entrepreneurship market, develop equity crowdfunding financing models, and broaden financing channels; Encourage social capital to develop financial credit products and bond products to increase financing methods, improve financial lending and guarantee policies, and reduce the risk of credit investment for migrant workers; Appropriately relax the restrictions on credit conditions, and allow all kinds of rural property rights, such as the right to contract management of rural collective land and the right to use rural residential land, to be included in the scope of financing guarantee mortgage [33].

Farmers' work is an important part of the migrant worker group in the new era, and has become the backbone of China's urbanization development and new rural construction. This study understands the entrepreneurial difficulties and entrepreneurial problems faced by migrant workers in the process of returning to their hometowns from the perspectives on the cognition and choice of entrepreneurial activities of the new generation of migrant workers in the current entrepreneurial environment and entrepreneurial conditions. On the one hand, it is conducive to migrant workers themselves to understand the current situation and actual needs of returning to their hometowns to start a business, so as to improve themselves and make more intelligent and reasonable entrepreneurial choices; On the other hand, it is helpful for the state and the government to refer to and learn from the research theoretical results, so as to provide a good entrepreneurial environment and entrepreneurial policies for this group to return to their hometowns to start businesses, promote the enthusiasm of migrant workers to return to their hometowns to start businesses, reduce the occurrence of "secondary loss" phenomenon, and enhance the vitality of rural development.

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