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Service pattern construction of agricultural university library for the urbanized landless peasants' entrepreneurship

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ABSTRACT

Entrepreneurship of farmers after urbanization losing land has been a serious social problem. This paper through the perspective of social service of the Agricultural University Library expounds the feasibility and necessity for land lost farmers entrepreneurial services. Analyze the advantages of this service. Make full use of agricultural colleges' and universities' "resources, personnel, equipment, capital" advantage. Build the service mode of Agricultural University Library for landless farmers entrepreneurship.

KEYWORDS

Agricultural university library; Urbanization; Landless farmers; Entrepreneurship.



INTRODUCTION

The meaning of land-lost farmers entrepreneurship research

According to the pace of urbanization and infrastructure construction in our country currently, each year 280~300 million mu of land have been expropriated by farmers. If one man account for the 0.8 mu cultivated land, it will increase 4.2 million farmers each year. There will be 100 million farmers in 10 years. According to experts estimate, landless farmers will reach 110 million by 2030. More than 50 million of them are both landless and unemployed. And from the trend it is likely to reach 80 million. These people will become “no farming land, no job, no insurance” the so-called “three no” farmers, which have affected the social harmony and stability. According to the survey, at present in the peasant household of occupied cultivated land, only 1.5% of the people are placed to employment, 5.8% of the people become urban residence. So there is important practical significance to study the problem of landless peasants entrepreneurship.

Some of the practice of foreign employment of landless peasants entrepreneurship

The government take measures to guarantee farmers re-employment

The British vigorously develop the tertiary industry. After entering the 1980's, the government absorb rural surplus labor force through a number of “enterprise zone” construction.

The United States enhance the capacity of urban sustainable development to solve the employment problem of the farmers by cultivating leading industry.

Japanese farmers employment pattern become a model for developed countries where the labors successfully transfer, which gives full play to the role of the Japanese government. In 1971, Japan passed a law which provided for the establishment of various industrial area whose sales expense amounted to 9 trillion yen on the outskirts of the city from 1971-1975. And absorb 1 million people to work. Among them, 60% were from rural areas and more than half were landless peasants.

Pay more attention to the education and training of land-lost farmers

Since the 1960's, the United States has promulgated many law about vocational training and vocational education and improved the worker quality through professional training; The UK is a highly modernized country of agriculture and attach great importance to the training of farmers. Every year, more than 30% of farmers participate in various agricultural training activities. They establish specialized regulatory agencies and make special training programs. In 1987 they set up a national training award to reward units for outstanding achievements in technical training work. Combine the information scientific research department of university's and agricultural training network organically to carry out education and training in a planned, multi-level way.

THE NECESSITY OF ENTREPRENEURSHIP SERVICE OF AGRICULTURAL UNIVERSITY LIBRARY FOR THE LAND-LOST FARMERS

Urban and rural public service demands of landless peasants

Farmers who got into the city will have domicile change, life settled, children's education, social security, public service such demands. Although the identity of landless peasants is the urban residents, on the whole they enjoy limited public service resources and high cost of their children's education. They have no career, no realizing the short-term equalization of public service between urban and rural areas.

Land-lost farmers psychological needs

From the service satisfaction situation, migrant workers who are not satisfied with housing services, employment services, cultural services, social services have the psychological gap and need a special agency to conduct psychological counseling.

Training and employment in the existing training mechanism become a mere formality

Training and employment in the existing training mechanism are shallow. Land acquisition enterprise take no proper corporate social responsibility helping farmers complete the transformation of

social identity and role. Training staff in the farmer skill training lack timely understanding of farmers' real demand. Training skills can't be guaranteed to use in the future work. Training programs have no pertinence and practicability. There is an urgent need for specialized professional organization to finish the job.

Local colleges and universities' service for the society is an inevitable trend

According to the "General Academic Library Regulation (Amendment)", the local university library for the university's teaching and scientific research service have functions for local economic construction, government decision-making and service of urban development. Early in 1985, Chunyuan Yang had put forward: University library should face the society.^[1] In 1986, he also proposed that the university library to provide social services is a new problem library will face^[2]. Afterwards relevant research gradually started. By 2003, the amount of research literature increase markedly. If this phase is called the first climax in the research. in recent years, it can be said to have reached the second climax.

THE FEASIBILITY OF SERVICE OF AGRICULTURAL UNIVERSITY LIBRARY FOR THE LAND-LOST FARMERS

Resources superiority of agricultural university library

Agricultural university libraries attach great importance to the size and characteristics of literature resources construction and own rich literature resources. Let's take agricultural science and technology college library for example. This library was founded in 1907, containing more than 890 thousand printed books and subscribe each year more than 1100 kinds of periodical magazine, more than 800 kinds of newspapers. In recent years with the rapid development of the network, purchased more than 480 thousand electronic books. They imported 15 kinds of Chinese-foreign periodical database and built two agricultural characteristic database, electronic information access service system, CD retrieval network and multi function service of characteristic agriculture database platform. With modern service means, formed information resource structure of printing type, electrical type, network type, which can provide reference service, readers training services, science and technology novelty search service, information push service, document delivery service, production of special subject navigation services, making of database, personal library services in the rural information service. Provide the service for society. Exploit librarians' information analysis, search, restructuring and other ability to secondarily process information, and then pushed them to farmers.

Talent advantage of agricultural university library

Agricultural colleges and universities libraries have a lot of talent resources who know both information technology and agricultural knowledge. There are quite some librarians who have agricultural professional bachelor's, master's and doctor's degree. They apply learned knowledge and research results directly to rural areas, which can be converted into real productivity. Combining talent advantage of the library with library information resources can play a major role in providing information security for the rural areas. In addition, the agricultural universities have a large number of agricultural experts. These experts through technology innovation and transformation of scientific and technological achievements such forms play a major role for the rural local construction.

Equipment and capital advantage of agricultural colleges and universities

For instance, the school, Jilin institute of agricultural science and technology, give library 3 million RMB for funds each year. Because the university library average fund is 5 million RMB actively advanced. And has realized the campus id, 13 virtual server put into use as planned and also construction and use of the online office platform, etc.

Schools have accumulated rich experience for the rural economic service

Over the years, the school has accumulated rich experience for the rural economy service. The school organization department and Jiutai organization department have signed an agreement. Make use of three years to train many phase of the reserve cadres class and village cadre class. In the project of

“one college student for one village” in Jilin province, college established a project office and had trained more than 2000 village graduates during 2006-2009. School’s Shinnei agricultural technology training center serve the local economy for years and held a variety of training class related to countryside, agriculture and farmers. At present, schools have set up the employment entrepreneurship guidance center and have formed the stylish and effective service system.

ENTREPRENEURSHIP SERVICE PATTEM CONSTRUCTION FOR THE URBANIZATION OF LAND-LESS PEASANTS

The government joins, enterprise invests

For the employment problem of landless peasants, bring the employment and entrepreneurship of landless farmers into the government and department responsibility target assessment.

In order to solve the problem of landless peasants entrepreneurship, the support of the government plays a very important role. From foreign successful experience, good national entrepreneurship development cannot leave the government support, such as simplifying procedures of entrepreneurship, tax relief, low interest loans, entrepreneurship tutoring, entrepreneurship training, wage subsidies, etc. To establish a kind of support system for land-lost farmers is important.

Produce preferential support policy

The government takes farmers as a key support object and make them enjoy preferential policies on entrepreneurship training, market access and financial support. Create an environment of fair competition and remove some institutional barriers for landless peasants entrepreneurship, such as a certain period of time reduce the business tax, urban maintenance and construction tax, management and registration administrative fees, guarantee small loans and low-profit project subsidy loans for farmers with policy support. Secondly, open the “green channel”; simplify examination and approval procedures; implement one-stop services; relax places of business appropriately, etc.

Strengthen entrepreneurship training and guidance of landless peasants

Establish business association of farmers. Establish landless peasants file card. Classify the unemployed personnel detailedly and take two different support measures on business training and guidance so as to improve the success rate of entrepreneurship.

Improve capital finance system for landless peasants

Landless peasants entrepreneurship capital is the main restrictive factor. The government support therefore is essential to solve the financing problem. First of all, the government can provide farmers with fund policy of applying for entrepreneurship capital. Secondly, the government directly investment to provide guarantee of commercial loans and low-interest loans for entrepreneurial projects. Thirdly, in order to ensure the sustainable development of enterprise, the government can charge certain interest in the profit of year according to business. In this way, to form a government, banks, society, multi-channel financial support mode.

Strengthen rural information service infrastructure

At present there are a lot of deficiencies in rural network infrastructure. So the government joining and enterprises investment to strengthen the construction of rural infrastructure is an important index to raise farmers’ life and build a harmonious society and also an important sign of information society.

Agricultural university virtual server for land-lost farmers to establish a network service platform

The school network center set up a library information server. The library through the optimization and integration of various digital resources of the employment get information resources in order and make farmers access to required information through a unified platform fast and accurately and strengthen the construction and utilization of employment database resources and build employment information resources sharing project.

Sharing platform can set several modules: entrepreneurship laws and regulations, practice bases, entrepreneurial employment training, employment trends, entrepreneurial evaluation consultation, training courses on demand. After the land-lost farmers login in, they can enjoy the convenience online teaching brings like correspondence students.

Application of modern teaching methods

“Mu class” is the abbreviation of the MOOCs, Chinese name. English name is Massive Open Online Courses, which is generally translated as “massively open online courses”^[3]. “Mu class” is the hottest topic at present and also an impact on the traditional concept education. Under the background of “Cloud service” “big data”, “Mu class” gradually broke the closed wall of first-class university, which enables everyone to have the right and opportunity to receive good education. In the future days “cloud service” will be the main direction of social change. “Mu class” will provide solutions for the land-lost farmers about entrepreneurship training learning. Land-lost farmers can log in school website and after authentication, they can enjoy the online entrepreneurship education.

University library associate with the local institute

With the government departments hosting and leading, local can establish business association of landless farmers entrepreneurship, rural credit cooperatives and other social groups. The information department of the library can widen the scope of service functions, information collection and pushing, establish the remote platform to form information center of social service of university through the QQ group, micro letter group, micro blog and other online services. But they also have to hold regular training class.

Establish and perfect the entrepreneurship evaluation system of landless peasants

At present, China lack an effective evaluation system. Agricultural university library information department can work together with local governments on land acquisition, demolition, compensation, resettlement, training, employment, entrepreneurship support, the household registration change, settling down, children education, social security, public service information to carry on feedback and monitoring on each link to form an effective evaluation system.

CONCLUSION

Aiming at the existing problems of landless peasants entrepreneurship, we generally can start from two aspects 1. We should strengthen construction of the landless entrepreneurs themselves. This work can be achieved by the agricultural university library through effective training method. Guide the different gender groups of landless farmers on the mind, cultivate their consciousness of marketing and competition, establish new concept, tap their own advantages and above all make them actively join the entrepreneurship team 2. Establish and improve the support system of landless entrepreneurs. This work can be done by the government and enterprises. perfect business support services in term of entrepreneurship training, finance, loans, and risk evasion and other aspects.

This article from the perspective of agricultural university library for the land-lost farmers entrepreneurship service build a service model. Urbanization construction is related to the sustainable development of China's economy. The resettlement of the farmers is an important part of the harmonious society. I believe that our thinking can give full play to the functions of university library's serving local economic construction and contribute to achieving the great rejuvenation of the China.

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