

Research on the Status Quo of Entrepreneurship and Policy Support System of Returning College Students Under the Background of Rural Revitalization Strategy:Based on Research in Zhejiang Province

Wu Simin^{1*} Zhang Songyan¹

Zhejiang University of Science and technology, School of Economics and Management, Hangzhou 310023, Zhejiang, China

* E-mail of the corresponding author: suerte91@163.com

Abstract

In recent times, the proportion of college students returning to their hometowns to start businesses has increased year by year, but the success rate of college students returning to their hometowns to start a business is not impressive. Based on questionnaire surveys and case interviews of college students who have returned to start a business in Zhejiang Province, this article finds that the financing loan policy for college students to return to their hometown to start a business is not yet sound, and the policy supply is out of balance with actual demand; the application conditions and approval process for entrepreneurial subsidies are complicated and it is difficult to obtain subsidies. The satisfaction of entrepreneurs in townships is low; the entrepreneurs who return to their hometowns of college students have little understanding of the content of various policies, and the government does not promote the policies in place. In this regard, it is necessary to increase policy publicity and expand the scope of policy influence, establish financial credit support policies that meet the actual needs of returning home entrepreneurs college students, broaden financing channels, improve entrepreneurship training systems, improve entrepreneurship environment and enhance return home entrepreneurship college students' satisfaction.

Keywords:Rural revitalization,College Students,Return home to start a business,Entrepreneurship policy.

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1. Introduction

The employment of college students is a topic of concern to the whole society and the first way to approach this problem is to start a business independently. With the progress of society and the implementation of rural revitalization strategies, more and more college graduates choose to return to their hometowns to start businesses. Both the country and the government attach great importance to the issue of college students' entrepreneurship. Since the General Office of the State Council promulgated the "Implementation Opinions on Deepening the Reform of Innovation and Entrepreneurship Education in Colleges and Universities" (Guobanfa [2015] No. 36), various local governments have also issued various entrepreneurial initiatives. Guiding policies, such as the "Opinions on Supporting Mass Entrepreneurship and Promoting Employment" by the General Office of the People's Government of Zhejiang Province (Zhezhengfa [2015] No. 21), and the "Implementation Opinions on Promoting Innovation and Entrepreneurship Education in Colleges and Universities" (Zhezheng Office [2016] No. 9), etc. Although these policies have achieved certain results in promoting college students' entrepreneurship, there are still shortcomings. Through combing the status quo of entrepreneurship by college students who have returned to their hometowns, this paper analyzes the problems of entrepreneurs who have returned to their hometowns in their entrepreneurship, analyzes the shortcomings in the implementation of policies, provides feasible opinions and suggestions for the government to improve college students' entrepreneurship policy provides reference.

2. Index system construction

This article mainly uses questionnaires and case interviews to conduct field investigations on the status quo of entrepreneurship and policy support systems for returning college students. In the design of the questionnaire, this survey mainly focuses on the basic information of entrepreneurs, the environmental factors of entrepreneurship, and entrepreneurial policies. The main indicator system construction is shown in the following table.

Table1: Research Survey Questionnaire Design Index System Framework

Basic Information	Basic Personal Characteristics	Gender Education Major
	Basic Family Characteristics	Spouse Brothers and Sisters Rural Land Country House
	Basic Characteristics of Entrepreneurship	Reasons for Starting a Business Business Purpose Entrepreneurial Industry Form of Entrepreneurship Entrepreneurship Scale Financing Channels
Environmental Factor	Rural Development	Rural Environment Improvement Rural Transportation Be Convenient Improvement of Rural Medical Protection Measures Rural Social Security Improvement Improvement of Rural Education Resources
	Family Support	Financial Support Technical Support Human Resources Support
	Social Support	Entrepreneurial Atmosphere Financial Support Technical Support Policy Support
Entrepreneurship Policy	Entrepreneurship Education Policy	School Entrepreneurship Education Social Entrepreneurship Education
	Entrepreneurship training policy	Professional Skills Training Professional Knowledge Training Company Management Training
	Entrepreneurial finance policy	Tax Reduction Policy Venture Fund Policy Registered Capital Preferential Policy Loan Preferential Policy
	Entrepreneurship Service Policy	Organize Seminars or Exchange Activities Propaganda of Entrepreneurial Policies Construction of Entrepreneurial Service Platform

3. Survey content and analysis

This paper conducts a questionnaire survey of college students who have returned to their hometowns to start a business in Zhejiang Province. A total of 367 questionnaires are collected and the survey data are analyzed using SPSS software.

3.1 Basic personal and family status of college students who have returned home

A survey of the basic personal information of entrepreneurs found that the gender distribution of entrepreneurs who have returned to their hometown is that men (69%) account for much higher proportions than women (31%), indicating that most of the college students returning to start a business are men. Junior college students (40.7%) and undergraduate students (45.35%) are entrepreneurs, while International student (2.33%) and entrepreneurs with a graduate degree or above (11.63%) account for a relatively small proportion of entrepreneurs. Young people with a middle or lower degree of education are more active in entrepreneurship Higher. A survey of the professions learned by entrepreneurs found that all disciplines are involved, of which agronomy has the highest proportion (29.32%), engineering is the second (16.28%), and military science has the lowest proportion (1.22%) And medicine (2.35%). From this, we found that college students are more willing to use their professional advantages to start a business.

A survey on the basic situation of entrepreneurs' families found that the proportion of college students who

have returned to start a business with a spouse is much higher than the proportion of college students without a spouse. 66.28% of the entrepreneurs who have returned to start a business are married, indicating that the family factor is the success of the entrepreneur. One big reason for starting a business. For siblings in the family, there are at least 0 siblings, and the highest is 4, with an average of 1.78 siblings, so most families have 2 siblings. Looking at the land and housing situation at home, 83.73% of young entrepreneurs own land in their hometowns, and 87.21% buy and build houses in the countryside. This provides convenience for them to start a business. It also shows that the implementation of the rural revitalization strategy has promoted the appearance of the countryside. To improve is an important external reason for college students' willingness to return to their hometown.

3.2 Investigation on the Status Quo of Entrepreneurship among College Students Who Have Returned to Start Home

3.2.1 Investigation of entrepreneurial industry and entrepreneurial scale

Judging from the implementation of the rural revitalization strategy, the improvement of rural living conditions has enabled young students to diversify their businesses in their hometowns. The entrepreneurial industry situation of college students who have returned to their hometowns to start a business is shown in Figure 1. The survey found that the largest proportion of entrepreneurs in rural e-commerce industries (17.44%) are selected. Due to the low entrepreneurial cost of the e-commerce industry, less start-up funds, and low application thresholds, Online platforms can easily open stores. At the same time, college students enjoy the convenience of e-commerce in the city, and the rapid development of rural networks has increased the sales channels of agricultural products and local specialties. Therefore, current e-commerce is one of the ways for college students to return to their hometowns to start businesses. Popular choice. Followed by set up a factory(15.12%) and catering services (12.79%). In terms of industry distribution, the primary, secondary, and tertiary industries are involved. In comparison, the secondary industry is less involved, because this industry has higher requirements for entrepreneurs' technology and capital. In terms of the scale of entrepreneurship, the proportion of entrepreneurs with a scale of 50,000 to 100,000 (37.21%) is the largest, compared with less than 50,000 (12.79%) and more than 300,000 (18.60%). This shows that youth Entrepreneurs enter the society for the first time and do not have enough funds to support large-scale entrepreneurship to increase the burden on families.

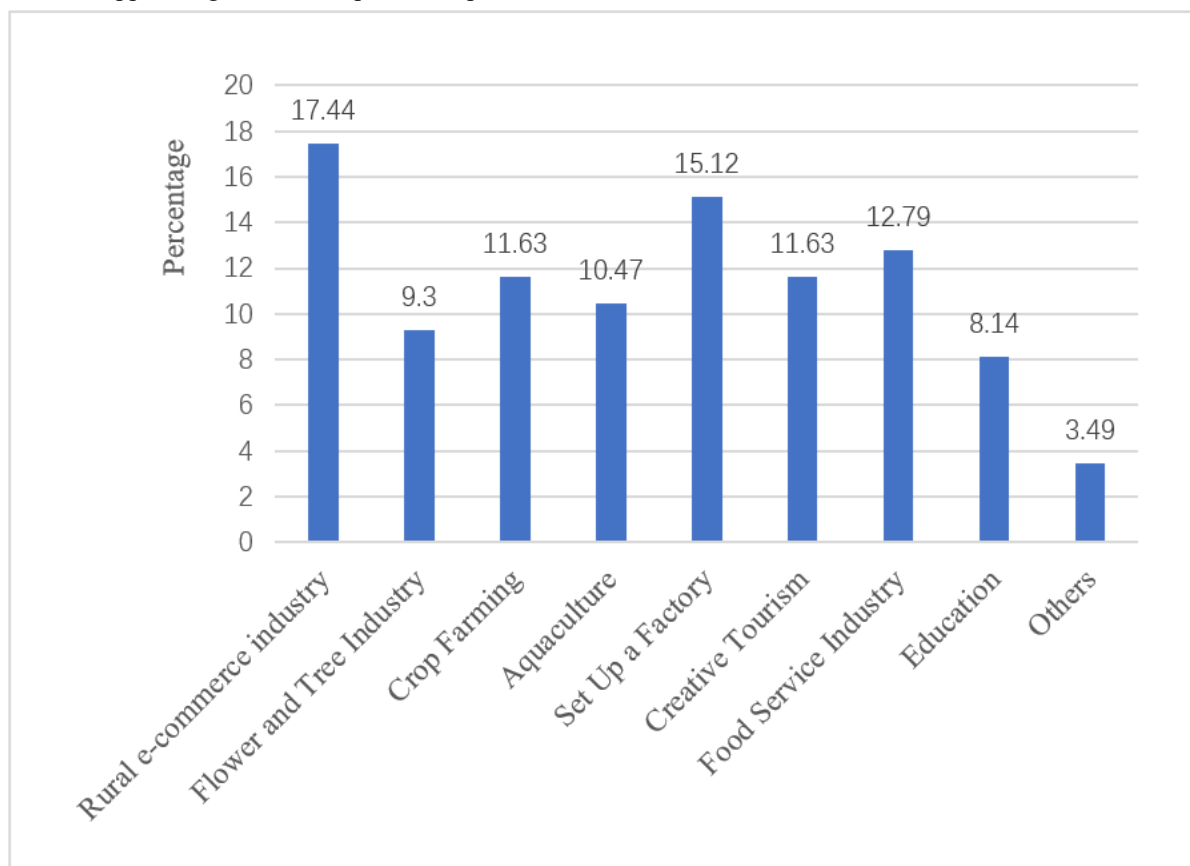


Figure 1: The industry situation of the survey respondents

3.2.2 Venture capital survey

Since entrepreneurs first entered the society and did not have enough deposits to support their entrepreneurship,

family support is the biggest motivation for returning home entrepreneurs to start a business. The survey found that most of the entrepreneurial funds came from family savings (36.05%), followed by bank loans (28.23%), their own savings (17.21) ranked third, and finally they borrowed from others (9.30%) and sought help from the government (1.167%) to raise business capital. This reflects from the side that the savings of young entrepreneurs are not as good as those of entrepreneurs with social experience such as migrant workers and new farmers. Young entrepreneurs mainly raise funds through family help and bank loans. In the survey of the biggest difficulty encountered in starting a business, the primary problem of starting a business is the problem of funding. The lack of funds not only affects the success rate of entrepreneurship, but also limits the scale of entrepreneurship. Therefore, the source of funds for college students to return home to start a business is closely related to the scale of the business.

3.2.3 Investigation of entrepreneurship-related training activities

A survey of entrepreneurs found that those who had not received entrepreneurial training accounted for 66.28%. Among those who had received entrepreneurial training (33.72%), 20.93% of entrepreneurs received training at school. When asked, the reason was that the surveyor's feedback was "I don't know where to go for training", which resulted in a lower participation of entrepreneurs in entrepreneurial activities. Further investigation revealed that 84% of entrepreneurs are willing to participate in relevant training organized by the government to enrich their entrepreneurial experience, so that their entrepreneurial path will avoid some detours. It further shows that the publicity of the government and society in entrepreneurship training is not strong enough.

4. Problems Existing in the Process of Entrepreneurship of College Students Returning Home

Randomly select 10 college students who have returned to start their own hometowns to conduct case interviews in Zhejiang Province, review their entrepreneurial history and discuss the difficulties they face in the process of entrepreneurship and the problems of entrepreneurial policies.

In recent years, Zhejiang Province has actively responded to the national innovation and entrepreneurship policies, and accurately implemented relevant support policies for college students' entrepreneurship. From the interview results, it can be seen that the college students returning to their hometowns to start a business have received support from the government's entrepreneurial policies strongly. In order to attract more college students to return to their hometowns to start businesses, the government has given greater support in terms of entrepreneurial policies. With the development of the rural revitalization strategy, the rural environment continues to improve, and government support continues to increase. It has achieved certain results in entrepreneurial services and infrastructure construction.

An example: After graduating from graduate students, WMM returned to his hometown and founded the "xxx education and training school" with his classmates. When recruiting teachers in the talent market, WMM saw the relevant policies of the Human Resources and Social Security Bureau to encourage and support college students' entrepreneurship and employment. After applying, they received the one-time social insurance for starting a business of 5,000 yuan will not help me, and I will enjoy the bonus of the policy. In the following year, WMM was invited by the Municipal Human Resources and Social Security Bureau to visit the entrepreneurial salon to promote entrepreneurial policies and solve entrepreneurial problems. In the salon, WMM explained his own problems due to the expansion of market scale and high financial pressure. The Municipal Human Resources and Social Security Bureau and Rural Commercial Bank assisted He applied for a university student entrepreneurship loan of 300,000 yuan from the University Venture Bank, and he can also enjoy an interest subsidy of 50,000 to 60,000 after repayment of the principal and interest. At the same time, the government also designated an entrepreneurial mentor for WMM, so that he would avoid some detours in the entrepreneurial process. Various preferential policies, support policies and entrepreneurial services make WMM more confident on the road to entrepreneurship.

From the above interview, it can be seen that Zhejiang Province has made great efforts to attract and support college students to return to their hometowns to start businesses, which has greatly increased the success rate of college students' entrepreneurship, and the implementation of college student entrepreneurship policies has also achieved certain results.

It is concluded through questionnaire surveys and interviews that the main reasons why college students return to their hometowns to start businesses are as follows: First, they feel the pressure of life in the city and cannot find a suitable job, the implementation of the rural revitalization strategy has improved the living environment in their hometown and made transportation more convenient. The gap between urban and rural areas narrowed and he returned to his hometown. Second, it is the market that has taken a fancy to the hometown, and obtained entrepreneurial funds through the help of family members or bank loans, and took the initiative to return home to start a business. Third, the investment scale of enterprises is mainly between 50,000-300,000. The entrepreneurial industries are mainly concentrated in the e-commerce industry, the service industry, and the farming industry of agricultural products.

With the help of various preferential policies, entrepreneurial services, financial support, and policy support, college students' return to their hometowns to start businesses have gradually been recognized by the society, and

the success rate of entrepreneurship has also increased greatly. It has promoted the development of the hometown, provided more employment opportunities, and effectively promoted the development of the hometown. The increase in employment rate promotes economic development, promotes rural construction, and is more conducive to the implementation of the rural revitalization strategy.

Although the above examples show that the entrepreneurship policy of college students has brought gratifying results to the entrepreneurship of college students returning home. But we cannot ignore the bitterness of the entrepreneurs behind the success. In the process of returning home to start a business, in addition to the lack of entrepreneurial funds and their own social experience, the limitations and deficiencies of entrepreneurial support policies and the pressure of public opinion around them are also important factors affecting the success of entrepreneurship. In the process of starting a business, college students returning home to start a business mainly face the following difficulties:

Firstly, the financing loan policy for college students returning to their hometowns to start a business is not yet complete, and policy supply is out of balance with actual demand. From the results of the questionnaire survey, it can be clearly seen that the biggest difficulty encountered by college students in the process of starting a business is the problem of insufficient funds. Even if the government has introduced various assistance policies and loan preferential policies, the preferential strength is small and the conditions are too many. As a result, entrepreneurs are unable or unwilling to apply. For example, the preferential policy for entrepreneurial loans for college students in Zhejiang Province show that college graduates who want to start their own businesses but need loans can apply for small secured loans from local banks or specify online loan services. The amount is 20,000-50,000 and the loan period generally does not exceed two years. However, it is found from the survey that most of the investment scale of college students returning home to start a business is between 50,000 to 300,000, which cannot meet the needs of entrepreneurs. Therefore, various financing policies are not sound, which makes it difficult for college students to get out of financing difficulties.

Generally, entrepreneurship subsidy application conditions and approval procedures are complicated, it is difficult to obtain subsidies and the satisfaction of entrepreneurs returning home from college students is low. Taking the entrepreneurial assistance policy of Jiaxing, Zhejiang Province as an example, the Local Entrepreneurship Support Policy Declaration Operation Method in Jiaxing applies for the one-time entrepreneurial subsidy for college graduates to start their own businesses. Those engaged in modern technology, creativity, culture and other modern service industries and modern agriculture within the scope of this level, whose enterprises employ more than 30% of the employment of local college students, have operated for more than one year and paid social insurance premiums as required. The subsidy standard is that if the enterprise established by the eligible returning home entrepreneurial college students absorbs more than 5 employees (including more than 2 college students with the city's registered permanent residence), a one-time entrepreneurial subsidy of 2,000 yuan will be given; more than 15 employees will be absorbed (including the For those with more than 5 city registered college students), a one-time start-up subsidy of 5,000 yuan will be given; for those who have employed more than 30 people (including 9 or more college students with local registered residence), a one-time start-up subsidy of 10,000 yuan will be given. The above standard is a standard that a relatively mature enterprise can achieve. For entrepreneurs in the early stage of entrepreneurship, it is the time when this subsidy is needed. However, due to the constraints and restrictions of various factors, it is difficult to obtain subsidies, which leads to funding. The shortage of companies has increased the pressure on entrepreneurship, and even abandoning entrepreneurship. The following interviews verify the above issues: QY founded a family farm, but because it is in the early stage of development, some government policies have subsidized it. However, because the various developments have not been perfected, the working environment is relatively difficult. "In the eyes of everyone, I feel that I am not doing my job properly and cannot recruit college students or local villagers come to work", so they cannot meet the standards of some subsidies and cannot get a one-time start-up subsidy.

Finally, college students returning to their hometowns and entrepreneurs have relatively little understanding of the content of various policies, and the government does not properly promote the policies. According to the feedback of the questionnaire, the most recommended by parents, relatives and friends among the respondents for the source of entrepreneurial information (73.3%), and the guidance from government departments (12.8%) ranked last. Regarding the various preferential policies for undergraduate entrepreneurship issued by the state and the government, some return-home entrepreneurial undergraduates only learned a little bit through the employment guidance class in the school, but did not take the initiative to study the policies in depth, so they missed some policy subsidies. It can be seen that the government has issued various preferential policies related to college students' entrepreneurship in time, but the lack of publicity restricts entrepreneurs' enjoyment of the policies. In addition, since the entrepreneurial instructors of colleges and universities can only publicize various entrepreneurial policies to students through the interpretation of written documents, they only stay at the level of document communication and learning, and do not know how to operate. This leads to entrepreneurial undergraduates can not enjoy the policies. So the policy penetration rate is not high, which greatly reduces the implementation effect of related entrepreneurial support policies.

5. Constructing a policy support system for returning college students to start a business

5.1. Strengthen policy publicity and popularization, and expand the scope of policy influence

The society, colleges and universities should increase the propaganda of the entrepreneurial policies for college students. As far as society is concerned, new media channels such as radio, television, newspapers, and official accounts can be fully utilized to spread simultaneously in multiple media. Multi-media simultaneous dissemination can enable college students who intend to start a business to understand various policies and increase their entrepreneurial enthusiasm. For college students who have started a business, they can better understand the policy and enjoy the policy in time. The publicity of the policy not only conveys the importance of undergraduate entrepreneurship to the public, but also helps to dispel the misunderstanding that undergraduate entrepreneurship is “not doing business properly” through the guidance of public opinion and create a comprehensive entrepreneurial atmosphere. Colleges and universities can publicize entrepreneurial policies to students and increase their willingness to start a business through entrepreneurship instruction classes, campus broadcasts, school public accounts and various entrepreneurial competitions. Colleges and universities can invite alumni who have successfully started a business to come to the school to give lectures and hold exchange meetings to answer entrepreneurial policy-related questions for students who intend to start a business, so that they can see the hope of successful entrepreneurship and enhance their entrepreneurial confidence.

5.2. Establish financial credit support policies that meet the actual needs of college students returning to their hometowns to start a business

From the survey, it is found that college students who have returned to their hometowns to start a business most need the government to provide them with financial support. Therefore, the government should increase financial support for entrepreneurial college students. The government or financial institutions should lower the minimum standards for entrepreneurial loan applications by establishing a risk assessment system and credit evaluation standards suitable for college students and increase the success rate of returning home entrepreneurial college students to apply for loans. With regard to the loan amount and loan conditions, it is necessary to provide targeted provision for the entrepreneurial stage of returning to the hometown of entrepreneurial college students. The two stages of urgent financial support for returning college students to start a business are: the start-up period and the development period. In the early days of starting a business, college students who returned home to start a business mainly relied on family support to start their careers. In the early days, college students did not dare to invest too much money. During the development period, the enterprise at this time can already operate well. What is most needed at this stage is to improve skills, expand scale, and expand productivity. When formulating and implementing financial support policies, the government must consider the particularities of each stage, analyze specific issues in detail, and provide financial support policies on demand based on the actual situation. In addition, the procedures for starting a business loan should be simplified. The survey found that some return to hometown entrepreneurial college students gave up the bank to raise funds due to the long loan application procedures and time, and instead chose to borrow from their parents and relatives. Therefore, it is necessary to further streamline the procedures for college students to return home to start a business loan and shorten the loan application procedures.

5.3. Improve the entrepreneurial training system, improve the entrepreneurial environment, and increase the satisfaction of college students returning to their hometown to start a business

Whether the returning college students succeed in starting a business is closely related to their own factors and environmental factors. Therefore, it is very necessary for the government to organize relevant entrepreneurship training and improve the entrepreneurial market atmosphere. To improve the entrepreneurship training system, it is possible to establish an entrepreneurship training service center for college students' entrepreneurship, starting from the evaluation of entrepreneurial projects in the early stage of entrepreneurship to professional training for entrepreneurs in the early stage of entrepreneurship. The Entrepreneurship Service Center can develop a variety of entrepreneurial training courses, such as agricultural product breeding, financial management, human resources training, etc., for returning home entrepreneurial college students to choose the courses they need for training. In addition, the government, society, and universities can link up with each other to establish multi-level and precise education related to entrepreneurship training.

Improving the entrepreneurial environment can not only fully reflect the implementation of the rural revitalization strategy, but also enhance the atmosphere of entrepreneurship for all people in society, attract more college students to return to their hometowns to start businesses, and improve the rural economy. The government and related departments can improve the infrastructure and the living environment, such as the overall renovation and upgrading of village roads, water supply, drainage, sewage treatment, rural household toilets, gas, and greening to solve the disorderly discharge of rural sewage To improve the rural entrepreneurial environment. In addition, a demonstration site for college students' entrepreneurship can be established to integrate training and entrepreneurship. Entrepreneurship projects in the entrepreneurship demonstration base have good development

prospects, and the possibility of entrepreneurship success is relatively great. On this basis, combining entrepreneurship with demonstration can not only psychologically encourage college student entrepreneurs, but also The cycle of entrepreneurship training system is developing in a good direction.

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