

# Challenges and Countermeasures for College Students Returning to Hometowns for Entrepreneurship Under the Background of Rural Revitalization

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## ABSTRACT

In the context of rural revitalization, the return of college students to their hometowns to start businesses has become a key force in promoting rural development and social and economic progress. This paper aims to explore the positive significance, challenges, and corresponding countermeasures of college students returning to their hometowns to start businesses. The analysis finds that such entrepreneurial activities can promote agricultural modernization and industrial upgrading, create job opportunities, enhance rural education and cultural levels, and demonstrate the social responsibility and innovative spirit of college students. However, there are many challenges in the process, including resource shortages, market limitations, inadequate infrastructure, cultural and conceptual barriers, and insufficient policy and legal support. To address these challenges, the paper proposes a series of countermeasures, including strengthening the practical application of knowledge and skills, utilizing policy support, building cooperative networks, focusing on innovation and differentiated operations, improving personal qualities and abilities, and enhancing social practice and services. These measures not only help college students achieve personal value but also contribute to rural revitalization.

**Keywords:** Rural revitalization, College students returning to hometowns, Entrepreneurship, Challenges, Countermeasures, Agricultural modernization, Social responsibility.

## 1. INTRODUCTION

In the context of rural revitalization, college students returning to their hometowns to start businesses have become a key force in promoting rural development and social and economic progress. This not only provides college students with a broad platform to realize their career ideals and values but also has significant implications for accelerating rural modernization, narrowing the urban-rural gap, and stimulating innovative vitality.

## 2. POSITIVE SIGNIFICANCE OF COLLEGE STUDENTS RETURNING TO HOMETOWNS FOR ENTREPRENEURSHIP UNDER THE BACKGROUND OF RURAL REVITALIZATION

College students can effectively promote local agricultural modernization and industrial upgrading by utilizing their knowledge and skills when they return to their hometowns. Through innovation-driven approaches, they can facilitate the optimization of the economic structure and inject new vitality into rural revitalization. Additionally, this process helps create job opportunities, stimulates rural economic activity, and enhances the self-development capabilities of rural areas. The new knowledge, ideas, and innovative spirit

brought by these students are invaluable for updating traditional rural concepts and promoting the modernization of social views.

The entrepreneurial activities of college students can significantly improve the educational and cultural levels of rural areas, enriching rural cultural life and thereby raising residents' overall quality. This approach not only promotes comprehensive personal development but also lays a solid foundation for the harmonious stability and sustainable development of rural society.

College students returning to their hometowns for entrepreneurship serve as a bridge between personal development and rural revitalization strategies, showcasing their social responsibility and innovative spirit. They play a crucial role in promoting China's social and economic development and in building beautiful rural areas. Young people participating in rural revitalization are proactive actors supported by national calls and government support. They are not only the main force driving rural economic development in the new era but also the leaders of spiritual civilization construction in rural areas and the bearers of social responsibility.

### **3. CHALLENGES FACED BY COLLEGE STUDENTS RETURNING TO HOMETOWNS FOR ENTREPRENEURSHIP**

College students returning to their hometowns to start businesses play an indispensable role in promoting rural revitalization. However, they face numerous challenges and difficulties in the entrepreneurial process.

#### ***3.1 Resource Shortages***

Rural areas typically lack the abundant entrepreneurial resources available in cities, including capital, technology, and talent. This is particularly disadvantageous for entrepreneurial projects that require substantial resources. Recent graduates returning to their hometowns for entrepreneurship often lack experience and find it difficult to attract investors and secure more resources.

#### ***3.2 Market Limitations***

The limited market size and consumption capacity in rural areas may restrict the growth potential and profitability of enterprises, especially

those that depend on larger markets. Agriculture is a weak industry requiring significant investment with long payback periods and multiple risks, making it less attractive to commercial capital.

#### ***3.3 Inadequate Infrastructure***

Rural infrastructure, such as transportation, communication, and logistics, is often not as developed as in cities, increasing the operational costs and difficulties of entrepreneurship.

#### ***3.4 Cultural and Conceptual Barriers***

Rural communities may have lower acceptance of emerging industries and innovative models, requiring college student entrepreneurs to put in more effort to change these traditional concepts.

#### ***3.5 Difficulty in Matching Professional Knowledge with Local Needs***

The professional knowledge and skills of college students may not align with the actual needs of rural areas, making it challenging to find effective paths to translate this knowledge into drivers of rural economic development.

#### ***3.6 Insufficient Policy and Legal Support***

Although the government encourages returning to hometowns to start businesses, specific policy support and legal guarantees may still be insufficient, affecting the smooth progress of entrepreneurial projects.

#### ***3.7 Limited Social Networks***

Compared to cities, rural areas have more limited social networks and connections, posing challenges for entrepreneurial projects that require extensive social support.

In the face of these challenges, college student entrepreneurs need to persevere and actively seek solutions and external support. At the same time, further assistance and support from the government, society, and educational institutions are crucial for creating a favorable environment for entrepreneurship in rural areas.

#### **4. COUNTERMEASURES FOR COLLEGE STUDENTS RETURNING TO HOMETOWNS FOR ENTREPRENEURSHIP UNDER THE BACKGROUND OF RURAL REVITALIZATION**

Despite the numerous challenges faced by college students returning to their hometowns for entrepreneurship, there is immense potential to transform these adversities into opportunities. By adopting a series of effective strategies, the success rate of entrepreneurship can be significantly enhanced, injecting strong momentum into rural revitalization. Therefore, we propose the following core countermeasures for college students returning to their hometowns for entrepreneurship.

##### ***4.1 Strengthening the Practical Application of Knowledge and Skills***

College students should combine their knowledge and skills with the actual needs of rural areas. Through field research, they can understand the economic characteristics and demands of rural areas, identifying suitable entrepreneurial opportunities. Strengthening the practical application of knowledge and skills is not only a practice of applying what they have learned but also a manifestation of social responsibility and mission. During field research in rural areas, college students can combine their theoretical knowledge with the actual needs of the countryside, which not only helps them better understand and master professional knowledge but also contributes to rural economic development.

- Through field research, college students can directly understand the economic structure, industrial characteristics, and existing problems and challenges in rural areas. These firsthand materials and experiences will provide them with rich learning and research resources, helping them make more accurate and in-depth analyses academically.
- By utilizing their professional knowledge, college students can inject innovative ideas and solutions into the rural economy. There is considerable entrepreneurial and service potential in various fields, including agricultural technology, rural tourism, green energy, and rural education. By employing scientific methods and showcasing innovative thinking, they can help rural areas discover new industries,

increase the added value of products, or improve existing industrial chains, promoting the sustainable and healthy development of the rural economy.

- The process of practical application is also a journey of personal growth and ability enhancement. During interactions with rural residents, college students have the opportunity to improve their communication skills and teamwork spirit, as well as enhance their ability to solve real-world problems and recognize social responsibility.

Therefore, college students should actively participate in field research and service in rural areas, leveraging their professional knowledge to inject innovative ideas and solutions into the rural economy. This approach not only promotes personal comprehensive development but also contributes to the revitalization of the rural economy.

##### ***4.2 Utilizing Policy Support***

Utilizing policy support is an important way to accelerate the success of returning to hometowns for entrepreneurship. National and local governments have introduced various entrepreneurial support policies aimed at lowering the entrepreneurial threshold and encouraging more people to join the rural revitalization cause. For returning entrepreneurs, understanding and mastering these policies can provide financial support for their entrepreneurial projects and enjoy tax incentives and necessary entrepreneurial guidance and training resources during the operation process, thereby increasing the possibility of entrepreneurial success.

- **Entrepreneurial Funding Support:** Many local governments have established entrepreneurial funds specifically to support returning entrepreneurs and rural innovation projects. These funds often come in the form of low-interest loans, grants, or venture capital, significantly reducing the financial pressure in the early stages of entrepreneurship.
- **Tax Incentives:** Tax incentives form a long-term support mechanism for entrepreneurs. For those returning to hometowns for entrepreneurship projects that meet the criteria, the government usually grants tax incentives for a certain period, including but not limited to reductions in corporate income tax and value-added tax. These policies effectively

reduce the financial burden of operating the business and help increase the profitability of the enterprises.

- **Entrepreneurial Training and Guidance:** Many local governments and related departments regularly hold entrepreneurial training classes, inviting successful entrepreneurs and professionals to teach, share entrepreneurial experiences, and provide training in market analysis, business management, product marketing, and other aspects. This helps entrepreneurs enhance their business management capabilities and market competitiveness.
- **Government Support Measures:** Governments can create a favorable entrepreneurial environment and development space for returning entrepreneurs by providing entrepreneurial service platforms, simplifying entrepreneurial procedures, and establishing business incubators.

Therefore, returning entrepreneurs should actively understand and apply for these policy supports, making full use of these resources to safeguard their entrepreneurial projects. At the same time, they should keep a close eye on policy trends, adjust their entrepreneurial plans and strategies timely to ensure they can continuously benefit from policy advantages, promoting the steady growth of their projects and the development of the rural economy.

### **4.3 Building Cooperative Networks**

Building cooperative networks is a key strategy to improve the success rate and sustainability of entrepreneurial projects for returning college students. By establishing good cooperative relationships with local governments, enterprises, farmers, and other parties, returning entrepreneurs can not only gain valuable resource support and market information but also effectively integrate various resources to achieve mutual benefits and accelerate project development.

#### **4.3.1 Establishing Cooperation with Local Government**

By cooperating with local government, entrepreneurs can more directly understand the latest policy trends and support measures. They can also receive guidance and assistance from the government during the project development process. Government departments, as promoters of regional

economic development, can provide a series of supports, including land use, tax incentives, and entrepreneurial training, ensuring strong guarantees for the implementation and growth of entrepreneurial projects.

#### **4.3.2 Collaborating with Local Enterprises**

Collaborating with local enterprises, especially those with a certain scale and influence, allows entrepreneurs to quickly access market channels, brand effects, technical support, and other resources, enhancing the competitive advantage of their entrepreneurial projects. Additionally, through cooperation with enterprises, returning entrepreneurs can learn from the management experience and operational models of these enterprises, optimizing their project management and operational strategies.

#### **4.3.3 Building Cooperation with Farmers**

Establishing cooperation with farmers is an effective way to combine rural entrepreneurship with rural revitalization. Through resource sharing and cooperative operations, entrepreneurs can provide more employment opportunities and income channels for farmers, promote the upgrading and branding of local agricultural products, and increase their market value. Moreover, close cooperation with farmers helps ensure the supply of raw materials for entrepreneurial projects, enhancing the stability and sustainable development capacity of the projects.

#### **4.3.4 Effective Communication and Coordination Mechanism**

Building a cooperative network requires relying on an effective communication and coordination mechanism to ensure that both or multiple parties involved in the cooperation can communicate information timely, coordinate relationships, resolve potential issues, and jointly promote the healthy development of the projects.

In summary, by building extensive cooperative networks, returning college student entrepreneurs can access rich resources and information, leveraging the abilities of their partners to enhance their own competitive advantage and influence. This strategy not only promotes the long-term development of entrepreneurial projects but also

helps achieve the common prosperity of the rural economy.

#### **4.4 Focusing on Innovation and Differentiated Operations**

Focusing on innovation and differentiated operations is an important way to enhance the competitiveness and market influence of entrepreneurial projects for returning college students. By innovating products and services, entrepreneurial projects can more effectively meet the specific needs of the market and consumers, creating unique competitive advantages. This strategy enables entrepreneurial projects to stand out in fierce market competition. Meanwhile, utilizing modern information technology means such as new media and e-commerce can expand the market, effectively enhancing brand awareness and market share.

##### **4.4.1 Product and Service Innovation**

Through market research and consumer interviews, entrepreneurs can deeply understand market trends and specific consumer needs, identify market gaps and potential growth points. During the development of products and services, attention should be paid to quality control and the creation of unique features, ensuring that products and services have high-quality standards and uniqueness. Establishing a continuous innovation mechanism encourages team members to think actively and propose innovative ideas, regularly updating and upgrading products and services to maintain competitiveness.

##### **4.4.2 Differentiated Operation Strategy**

Entrepreneurs should create unique brand stories and culture around their products and services, increasing their added value and forming distinctive brand images. According to the characteristics of the products and services, targeting specific market segments and consumer groups, they should execute precise marketing activities. Implementing differentiated marketing strategies, such as personalized customization, membership services, and experiential marketing, can meet the needs of different consumers based on the characteristics of the target market.

##### **4.4.3 Utilizing New Media and E-commerce**

Entrepreneurs can utilize e-commerce platforms, such as Taobao, JD.com, and Pinduoduo, to establish their online stores and expand sales channels. By leveraging social media platforms like WeChat, Weibo, Douyin, and Kuaishou, they can conduct content marketing and interactive marketing, enhancing brand awareness and user stickiness. Integrating online and offline resources, such as combining physical stores with online e-commerce platforms, can provide seamless shopping experiences.

By implementing the above strategies, returning entrepreneurs can maintain product and service quality while creating unique market competitive advantages. This approach can effectively broaden the market, ultimately achieving the long-term development and success of the entrepreneurial projects.

## **5. CONCLUSION**

In the context of rural revitalization, college students returning to their hometowns for entrepreneurship have become vital to rural development and socio-economic progress. This study reveals the significant positive impacts of such initiatives, including promoting agricultural modernization, creating job opportunities, enhancing rural education and cultural levels, and demonstrating social responsibility and innovative spirit.

However, these students face numerous challenges such as, resource shortages, market limitations, inadequate infrastructure, cultural and conceptual barriers, difficulties in matching professional knowledge with local needs, insufficient policy and legal support, and limited social networks, as well as addressing these challenges requires persistent efforts and strategic approaches.

Key countermeasures include strengthening practical application of knowledge and skills, utilizing policy support, building cooperative networks, focusing on innovation and differentiated operations, and enhancing personal qualities and abilities strengthening social practice and services.

By adopting these strategies, college students can effectively transform challenges into opportunities, achieving personal growth and significantly contributing to rural revitalization.

Their efforts foster economic development and help build a harmonious and sustainable rural society. Therefore, the role of college students in rural entrepreneurship is indispensable, underscoring the need for continuous support and recognition from governments, society, and educational institutions.

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