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Countermeasure Research on Problems Impeding Farmers' Successful Entrepreneurship in Minority Areas

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Abstract By investigating the problem of farmers' entrepreneurship in Gongcheng Yaozu Autonomous County, lying in Guilin, Guangxi, the thesis expounds the existing problems impacting farmers' successful entrepreneurship in minority areas as follows: firstly, the musty idea of local cadre is obstacle to farmers' successful entrepreneurship; secondly, the problems of scattered farmers' entrepreneurship resources, waste and shortage of resources impact good effect of entrepreneurship; thirdly, farmers lack awareness of characteristics and brand, influencing the market competitiveness of products; fourthly, the existence of smallholder consciousness critically hampers the marketization and internationalization of entrepreneurship accomplishments; fifthly, the government pays no attention to the construction of industrial chain, which makes farmers' entrepreneurship lack sustainability. Based on these, corresponding countermeasures are put forward to promote farmers' successful entrepreneurship in minority areas as follows: firstly, we should update local leaders' ideas and emphasize the positive role of farmers' successful entrepreneurship in county economic development; secondly, we should integrate local entrepreneurship resources and promote the efficiency of farmers' entrepreneurship; thirdly, we should foster the consciousness of brand and characteristics and strengthen the market competitiveness of entrepreneurship accomplishments; fourthly, we should strengthen the construction of industrial chain to promote sustainable development of farmers' entrepreneurship.

Key words Minority areas, Farmers' entrepreneurship, Unfavorable factors, Practical problems, China

Entrepreneurship is the most powerful economic strength, and the countries and regions with swinging entrepreneurship activities often have rapid economic growth. The root cause of increasingly rapid growth tendency of American economy over the decade lies in that it has conducted "entrepreneurship revolution" over the past three decades^[1-2]. Under the support and guidance of the central government, farmers' entrepreneurship has become the important approach of promoting employment of rural labor forces and promoting rural socio-economic development in China. Impacted by the international financial crisis in 2008, the returning-home migrant workers are increasing in these two years. The local government responds to the call of central government, and formulates various policies in order to support farmers' entrepreneurship. The entrepreneurship seems to become breeze in spring, warming every nook and cranny of China. The minority regions are the backward regions with sluggish socio-economic development and limited channels communicating with outside, but since reform and opening-up, especially from the 21st century, the minority regions also have had dramatic changes. The breeze of entrepreneurship warms minority regions. Led by young entrepreneurs, the farmers' entrepreneurship is initiated, but impacted by many kinds of factors, there are many obstacles to successful farmers' entrepreneurship. By surveying farmers' entrepreneurship problems in Gongcheng Yaozu Autonomous County, the thesis generalizes

several key problems impeding farmers' entrepreneurship in minority regions, and provides reference for promoting farmers' entrepreneurship efficiency in minority regions, increasing farmers' income and even promoting socio-economic development in minority regions.

1 The existing problems impacting farmers' successful entrepreneurship in minority regions

1.1 Stereotype concept of local leaders puts sand in the wheel of farmers' entrepreneurship The local development and people's richness not only depend on party's policy, but also depend on local leaders and cadre. If the leaders have correct concept and strong sense of responsibility, then the masses feel happy^[3]. The practice proves that entrepreneurship is not only an important channel to solve problem of employment, but also the main approach of promoting rapid and healthy development of rural society and economy. In recent society, the entrepreneurship is not merely the problem of individual, but the social problem concerning holistic development of society, influencing sustainable development of society. Due to the outdated consciousness of some local leaders, they are always irresponsible in the process of solving the problem of entrepreneurship. They are generalized as following aspects.

1.1.1 The ubiquitous parochial concept of leaders exists. Some local leaders think that entrepreneurship is just a blast of wind, and after financial crisis, the medium-small-size enterprises will thrive and farmers' employment problem will be solved,

so it is unnecessary to conduct entrepreneurship. The existence of this concept neither pay attention to the role of entrepreneurship in promoting rural long-term rural socio-economic development, nor take the sustainable development of rural economy and society as responsibility. In the recent two years, the discussion of the National People's Congress and the Chinese Political Consultative Conference on economic focus problem is the problem of economic transformation. The problem of rural economic transformation is adjustment, optimization and upgrade of industrial structure by entrepreneurship. According to survey, we can find that due to weak foundation of industry, shortage of industrial enterprises and few job opportunities in minority regions, the farmers' enrichment mainly depends on autonomous entrepreneurship and elastic employment. The practice proves that the rural areas with rapid development of economy and society always encourage all people to conduct entrepreneurship so as to promote adjustment of industrial structure. Gongcheng Yaozu Autonomous County is one of the minority regions with the most rapid socio-economic development in 21st century, and the recipe of success is that the county government pays attention to adjustment of industrial structure, and vigorously develop rural economic construction focusing on fruits planting and characteristic breeding, which not only makes myriad abundant labor forces progress in the process of entrepreneurship, but also solves the problem of employment and promotes the development of relevant industrial chain, for example, the development of fruit planting promotes development of packaging, sales and transportation. However, many local leaders in minority regions do not realize the strategic role of entrepreneurship, making entrepreneurship support become pie in the sky.

1.1.2 Vanity project and image project are still some local leaders' countermeasures of solving entrepreneurship problems. Along with the increase of returning-home migrant workers, China lays stress on farmers' entrepreneurship problem. China Youth Communist League Center Committee and Banking Supervision Commission issue documents to support youth entrepreneurship. In 2009, China Youth Communist League Center Committee allocated 30 000 yuan special fund for youth entrepreneurship in every county; other departments also formulated various kinds of preferential policies to support farmers' entrepreneurship, for example, the departments of agriculture and husbandry and Women's Federation also get to countenance farmers' entrepreneurship. However, the local leaders have not elevated the problem of entrepreneurship to the altitude of social development and there is a critical phenomenon of vanity project, leaving farmers' problem of entrepreneurship in nature unsolved. According to the survey, currently every region, in the name of supporting farmers' entrepreneurship, are responding to the call of government. But most of the local leaders have not actually solved the practical problems of farmers' entrepreneurship, and there is ubiquitous phenomenon of vanity project aiming at the inspection of supervision department. "Digit Game" has been acknowledged as universal social phenomenon. In order to pursue political achievements,

some top officials disregard the practical situation, and conduct year-end assessment on grass-roots departments according to the given objective. In order to face up to the inspection of superior departments, the grass-roots departments integrate the achievements of all relevant departments at any cost, exaggerate their performance and even fabricate the achievement. So the phenomenon of fake becomes the only means of grass-roots departments to face up to superior departments. Finally the country is deceived and the masses are jeopardized. The phenomenon of fake political achievements has critically hampered healthy development of socio-economy in minority regions. So is the farmers' entrepreneurship.

1.2 The problems of scattered farmers' entrepreneurship resources, waste and resources shortage attenuate entrepreneurship effect

1.2.1 Scattered resources and phenomenon of waste make the entrepreneurship training fall short of ideal effect. The central government elevates the problem of entrepreneurship to the strategic height of constructing harmonious socialist society, and the local departments formulate some relevant policies successively in order to guide and encourage farmers' entrepreneurship. In rural areas, farmers' entrepreneurship behaviors emerge increasingly, and there are more and more departments which support farmers' entrepreneurship. For example, in Gongcheng Yaozu Autonomous County, there is good background of social development for farmers' entrepreneurship, and industry of planting and breeding has become the main channel of farmers' enrichment. Industry of planting and breeding drives the development of food processing industry, sales industry, packaging industry and so on. In addition, the tourism and catering with distinctive national features also become farmers' investment direction. Bureau of Agriculture, Bureau of Animal Husbandry, Bureau of Personnel, Bureau of Culture and Tourism and Youth League Committee and other departments put entrepreneurship support on their top agenda, but measures, such as setting examples, training and offering technology, of supporting farmers' entrepreneurship are different. But these departments basically mind their own business. It appears that their support focus is different, but the instruction target and aid target are generally same. According to survey, the aforesaid relevant institutions will carry out some so-called trainings annually, but due to the shortage of capital, the trainer and training material cannot meet the practical need, so the entrepreneurs participate training with insufficient enthusiasm. If we integrate the resources of these departments and carry out high-level training in county, and then the farmers' entrepreneurship can make great profit.

1.2.2 The capital shortage becomes the greatest obstacle to farmers' entrepreneurship. Currently, the biggest obstacle to farmers' entrepreneurship is the problem of resources shortage, namely the shortage of capital, technology, and professional talents. According to survey, lacking capital during farmers' entrepreneurship is the most universal problem, but the financial institution has extremely strict requirement on farmers' entrepreneurship loan. The guarantee loan and mort-

gage loan bar the farmers who conduct entrepreneurship from gate of entrepreneurship, because they cannot find warrantor and they have their own fixed assets (for example, the house cannot be regarded as guarantee of loan, being that land resources are owned by state), so the acquisition rate of entrepreneurship is very low. According to statistics, in 2009, there were 200 young people who applied small-sum entrepreneurship loan from Gongcheng Yaozu Autonomous County, and there were only 20 young people who obtained 1.1 million yuan loan of entrepreneurship, while the success rate of the departments helping farmers to apply loan of entrepreneurship is much lower. After communicating with the chief of relevant banks, the banks are reluctant to offer loan, due to the low interest and big risk. So we know that strengthening integration of resources, formulating relevant guarantee policy of entrepreneurship and carrying out various kinds of guarantee ways of entrepreneurship loan, have become the most universal and typical problem and difficulty that need local government's solution in the process of farmers' entrepreneurship. They also become the important approach to confront with risk of farmers' entrepreneurship.

1.2.3 Shortage of professional talents and information occlusion abate rate of farmers' successful entrepreneurship. Currently, as for the farmers who conduct entrepreneurship, due to the ill education and weak ability of learning professional knowledge, there is a phenomenon of shortage of professional knowledge, technology and information in the process of entrepreneurship, which critically hampers the effect of entrepreneurship. According to survey, in the industries that are guided by relevant professional talents, the farmers are more active in entrepreneurship, and the benefit is stable. For example, Jiahui Town Duojia Chicken Farm in Gongcheng Yaozu Autonomous County is supported by Guilin Gongcheng Yaoxiang Poultry Breeding Corporation which provides a series of technologies regarding breeding for entrepreneurs, and often sends technicians to the countryside for guidance, so the farmers who have been engaged in breeding get the relevant service, such as talent, technology, and information. This makes farmers' income stable, and plays the significant role in promoting local economic and social development. It is another case in the vegetable growing base of Sanjiang Town, which is developed by party members and cadres from the village committee. They take the lead to develop one vegetable association by fund-raising in order to drive more than 60 rural households around to develop vegetable growing industry. The base is the typical pattern of "association + base + farmers" which seems very effective, but we find there are many problems in the research. First, due to shortage of professionals in selecting vegetable varieties, pesticides and fertilizers, there is no scientific test on the soil, resulting in the untapped value of land; in terms of management, due to the absence of various relevant professionals, there is disorder of financial condition and staff allocation. Second, due to narrow product distribution channels and ill-informed information, it leads to low prices and less benefit. According to the survey, in November, 2009, there was a good

harvest of eggplant, but the price is very low. They transported eggplant to Zhongshan City in Guangdong and Wuzhou City in Guangxi for sales. The sale price per kilogram of eggplant was 0.3 yuan, while the freight reached 0.1 yuan basically, resulting in serious loss of base. Even they did not want to pluck eggplant about 10 kilograms for sales. In fact, in the time, the North was in a shortage period of vegetables, and the wholesale price of eggplant was more than one yuan per kilogram, but they can not get that information and can not contact the relevant wholesaler.

1.3 Farmers' entrepreneurship lacks awareness of characteristic and brand, whittling market competitiveness of products Establishing the brand of products and developing characteristics of products is an important way to gain market share and improve product competitiveness. At present, there are great randomness and phenomenon of blind emulation in the farmers' entrepreneurship. The farmers lack the necessary conditions and necessary assessment of market risk, and are not concerned about the need of customers and information of competitors. The main reason of this phenomenon is that the entrepreneurs lack the necessary expertise in entrepreneurship, the idea of market competition and market competition awareness. According to statistics, in Gongcheng County, among the surveyed 100 young entrepreneurs in rural areas, 86 say that their entrepreneurship is mainly due to the impact which calls forth impulse to start a business, of the surrounding business leaders.

When they are asked about the questions, such as " Why are you engaged in this industry? ", " How much is the probability of profiting? ", " How do you plan your entrepreneurship in the future? ", and " How to make your own business develop continuously? ", 80% of people are at a loss. In addition, the overall educational level of entrepreneurial farmers is very low, greatly limiting their creative thinking and innovation ability. Among the 100 surveyed young entrepreneurs, there are 41 with junior middle school education, accounting for 41%; 58 with high school and technical secondary school education, accounting for 58%; only 2 people with college education, accounting for 2%.

Currently, in Gongcheng Yao Autonomous County, farmers' entrepreneurship scope includes fruit growing, wild animal breeding, poultry and livestock breeding, wood processing and sales and tourism and catering. In addition to breeding of poultry and livestock which is to meet daily life need, the entrepreneurship in other fields can build brand and refine characteristics. For example, in terms of wildlife breeding, there are bamboo rat breeding, pheasant breeding and so on. It's all green feeding, and the feed and feeding methods are most original, but the price of selling these products is lower than that of the outside market, and the sales volume is not particularly desirable. According to the survey, currently, the bamboo rat in Gongcheng has attracted attention of relevant state departments and media, but the sales price of mouse lower than that of the outside market by 20 yuan per kilogram and the price of rat meat is also lower than that of outside market by 10 yuan

per kilogram. The reason is that the brand has not been established and features have not been found and accepted.

1.4 Small farmer consciousness impedes marketization and internationalization of entrepreneurship accomplishments critically In the process of production, the farmers have used small-farmer management model since ancient times. Especially after the implementation of household contract responsibility system, land and other state resources are developed and managed in the form of household contract. Most minority areas are located in remote mountainous areas, with fragmented land, determining that they can only implement small-scale manual production. With the shift of planned economy to market economy, spontaneous market regulation and competition make part of farmers realize that developing the agricultural economy is necessary, but due to the ingrained farmers' small-farmer consciousness, despite the positive guidance and education of government, many farmers are still difficult to unify thinking, and they are reluctant to join various large-scale farmers' cooperatives. We know that the entrepreneurship concept of farmers and entrepreneurs is generally narrow.

With their production experience, they are engaged in the operation and management of their own industries. As a result, due to the different entrepreneurship quality, management, and technical and financial input of entrepreneurs, it leads to the different product quality and specifications, affecting the sales price and market competitiveness of products. Clearly, under the role of the market economy, the small-farmer economy has been unable to adapt to market competition. In the 21st century, the domestic and international competition is very intense, and entrepreneurial farmers are in the face of domestic and international competitive market, so size, quality and specification of products have been confronted with a severe challenge. Since 2008, under the guidance of national policy and the correct leadership of government, in minority areas, the rural economy of scale and standardization of production have been put on the agenda. A variety of specialized cooperative economic organizations of farmers mushrooms, and farmers in minority areas have also joined a variety of cooperative economic organizations, such as cooperatives, farmer associations. However, the operation of these organizations is still in its infancy, and cooperation is limited to production technology and marketing chain. The production and management of products are still managed by farmers freely. Due to limited quality and professional standard, the product specifications and quality are difficult to unify, therefore, there is weak competitiveness of products and the phenomenon of "increasing output without increasing income" is common.

1.5 The government neglects construction of industry chain, resulting in shortage of continuity of farmers' entrepreneurship Industry chain is a new spatial organization model of relevant enterprise collection on the basis of value chain theory. It is the collection of related enterprises within the specific industrial cluster, and the enterprise relation in industry chain is a long-term strategic alliance relation. Industry chain enhances both competition and cooperation. It is able to signifi-

cantly shorten the product development cycle, reduce production costs, lower transaction costs, reduce negotiation and decision-making costs, and increase market share and profitability^[4]. In the wave of people's entrepreneurship in recent years, the farmers' entrepreneurship has become an important way for entrepreneurs to peel off poverty. However, due to the scanty support of relevant industry chain in minority regions, the farmers' entrepreneurship is at the preliminary stage. They are basically engaged in the production and sales of primary products; product sale is heavily dependent on enterprises in other areas; the sales channel is quite limited. In ethnic minority areas, farmers' entrepreneurship starts to show the characteristics of single type of entrepreneurship, low level of entrepreneurship and weak linkage among entrepreneurship industries, leading to poor market competitiveness of entrepreneurship achievements and big entrepreneurship risk. Taking Gongcheng County as an example, the scope of farmers includes fruit cultivation, characteristic breeding, timber sales and so on, while the corresponding processing industry has not developed well, leading to strong dependence on other areas, which affects the farmers' benefit of entrepreneurship and long-term development of entrepreneurship. Gongcheng County, as a big fruit producing county, produces citrus, grapefruit, peaches and grapes and other fresh fruits annually which are sold to other areas. Due to the preservation, transportation and market finding of fruits, it increases considerable cost, thus farmers' entrepreneurship cost increases. Meanwhile, because there is no fruit processing market, some fruits under standard are thrown away, resulting in great waste. According to investigation, every year, the fruits cultivated by some of the farmers in mountainous regions cannot be sold to other regions, due to small scale of fruit cultivation, leading to fruit rot in place or curtail price for sales, resulting in great loss.

2 Countermeasures and suggestions

2.1 Update consciousness of local leaders and focus on the active role of farmers' entrepreneurship in developing county economy The development of "agriculture, farmer and village" has become a top priority for local economic development. The farmers' entrepreneurship is an important way to promote farmers' enrichment, promote rural socio-economic stable development and propel structural adjustment of local economy. The concept of local leadership leads the direction of rural economic and social development of in minority areas. To solve the problem of entrepreneurial farmers in minority regions, local leaders must update the concept of entrepreneurship and take the problem of farmers' entrepreneurship as an important component of county economic development.

2.1.1 Strengthen local leaders' ideological and political education by many kinds of means. Full comprehension of the spirit of the central government and the effectiveness of building a socialist harmonious society in ethnic minority areas also hinge on local leadership ideas. The farmers' entrepreneurship is an important way to promote farmers' enrichment, promote rural socio-economic stable development and propel structural ad-

justment of local economy. The difficulty of farmers' employment in minority regions lies in that some local areas and departments have not effectively changed the concept, and there is no change of farmers' short-sighted behavior in the business management. Therefore, strengthening the local leadership's ideological and political education and updating the concept of local leaders is the key to solving the problem of farmers' entrepreneurship in minority regions. Through conferences and special training, we are to make local cadres to learn the spirit of the major conferences of central government, and make spirit of farmers' entrepreneurship of central government deeply root among the farmers, so as to form "farmers' entrepreneurship promoting employment, employment promoting entrepreneurship", which will promote healthy development of county economy and smooth adjustment of local economic structure.

2.1.2 Establish strict cadre evaluation system and eradicate phenomena of vanity projects. Currently, in the process of guiding farmers' entrepreneurship, some local leaders want to highlight the achievements. They often focus on some vanity projects in the form of setting example, and use the successful examples of folk entrepreneurship and appropriate the given achievements. They neglect fostering of some potential entrepreneurs who play the role of driving force. In order to ensure the government's leadership role in farmers' entrepreneurship, we must establish a strict performance appraisal system, formulate assessment objective according to local development, and eradicate "Data Game" and phenomenon of "transfer" or "sharing". We should also focus on cadre appraisal system and deal great blow to counterfeiting behavior.

2.2 Integrate local entrepreneurship resources and promote efficiency of farmers' entrepreneurship The county fiscal revenue in minority areas is limited, and there is difficult problem of farmers' income-increase. Under the guidance of the CPC Central Committee, the whole country is prevalent with entrepreneurship. The county government is carrying out work of guiding entrepreneurship, the Personnel Bureau, Agriculture Bureau, the county committee, Animal Husbandry Bureau and the Women's Federation and other institutions all participate in guiding the work of farmers' entrepreneurs. The entrepreneurship training and business loans help have become their panacea. However, since there are scattered resources of supporting farmers' entrepreneurship, but the work of various departments is similar, resulting in the training of teachers and training materials that cannot meet the practical need, so entrepreneurial enthusiasm to participate in the training is not high, and the effect of training is not very good. Integration of entrepreneurial resources, establishment of a special leading group for rural entrepreneurship, and carrying out high-level training within the county, can ensure that farmers' entrepreneurship and local economic development programs are closer together, making the rural entrepreneurship develop in an effective and orderly manner.

2.3 Foster consciousness of characteristic and brand and strengthen market competitiveness of entrepreneurship accomplishments Brand and characteristics are an important

indicators to promoting the competitiveness of products, in minority regions, regional development and level of economic development are both at a disadvantage, and the situation of agricultural products participating in market competition is also at a disadvantage. To ensure the effectiveness of farmers' entrepreneurship, we must first change the concept of the production and operation of farmers and carry out large-scale, standardized and scientific production, operation and management to achieve scale profit of farmers entrepreneurship results; in addition, local governments must help farmers form their own products features and brand, so as to continue to increase market competitiveness. In the process of guiding farmers' entrepreneurship in Gongcheng County, it has formed its own characteristics and brands, for example, Gongcheng persimmon, citrus and other fruits have been known at home and abroad, known as "township of persimmon" and "citrus town". Farmers' entrepreneurship products are sold in domestic and foreign markets. Agricultural products realize the value in the form of brand and characteristics, and promote rapid development of the local economy and society. In the process of economic restructuring of county, it achieves rapid and healthy adjustment of industrial structure, and outstanding interaction between economic development and social development.

2.4 Strengthen construction of industry chain and promote sustainable development of farmers' entrepreneurship The minority regions are located in remote mountainous areas, with poor conditions of traffic and weather, development of industrial sectors lagging behind. In the absence of appropriate industrial drive, most farmers' entrepreneurship stays at production of primary products, and they are rarely engaged in modern processing industry with high technology and considerable benefit. In fact, most minority areas have some characteristic entrepreneurial programs, but due to the lack of industry chain drive, the farmers can start at the primary entrepreneurship, namely production without processing, thus the case of increasing output without increasing the profit has occurred sometimes. If there are corresponding local processing enterprises, the situation will be different. For example, the presence of fruit processing industry, not only can lead farmers to expand planting scale and introduce new varieties, but also can promote competition among fruit vendors and competition among fruit processing industries, so as to guarantee price of fruit, which will greatly increase the income of farmers. Therefore, local governments should from the strategic height of local economic and social development, actively guide various forms of entrepreneurship, and raise funds in order to develop corresponding processing enterprises, promote trinity of primary products production-processing-sales, and ensure the sustainable development of entrepreneurship.

3 Conclusion

Through the above analysis, it shows that under the leadership of the CPC Central Committee, farmers' entrepreneurship has become an important approach of promoting regional economic and social construction. But due to some objective

and subjective factors, farmers' entrepreneurship is difficult. To improve the efficiency of farmers' entrepreneurship, first of all, we should change the concept of local leadership. Only leaders' great attention can guarantee farmers to really enjoy the preferential policies granted by the state; second, scattered and scanty resources severely hamper farmers' successful entrepreneurship. Through the integration of business resources, we can promote optimization of farmers' entrepreneurship in minority regions and promote success rate of farmers' entrepreneurship; third, establishing awareness of brand and characteristics and strengthening brand and characteristics of products is the innovative way to enhance the core competitiveness of farmers' entrepreneurship; fourth, we should help farmers in minority regions to emancipate the mind and establish awareness of market competition in order to promote the development of rural economic cooperative organizations, and thus promote the

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innovation of public facilities management have greatly stimulated the investment motivation of peasant households and other investment main bodies, so that the current water conservancy facilities can exert their optimal benefits. Besides, the rational price meets the needs of farmers for more water, reduces the economic burden of government and collective groups, decreases the financial pressure of villages and the cost sharing of farmers for public goods, and forms a multi-win-win situation. This also confirms that as long as the property rights are clearly defined, the enthusiasm of farmers can be mobilized. By excluding the hitchhiker, efficient use of resources can be realized.

3 Conclusion

The supply system of public goods in China is more than a single one; it is in fact a combination of relevant rules. Each component element in the system has many different selections; and each selection constitutes a new supply system of public goods. This feature of public goods supply system provides foundations for the further researches^[6].

At present, local governments in China, the major supplier of rural public goods, monopolize the production of public goods; and both market and the third sector play tiny role in the production of rural public goods. However, to pursue their own value goals and the maximization of economic benefits, local governments take the demand preference of farmers as the exogenous factor, which leads to the supply shortage and low benefits of public goods. And various social organizations are regarded as the effective factors of public goods supply. The market competition mechanism should be effectively combined with the bottom-up participation of citizens, which can appropriately reflect the grass-roots farmers' demand for the interests, can correctly provide effective public goods, and can set up a "bridge" between the government and the market. Therefore, government, market and social organization should be combined organically within the supply system of public goods, ex-

scale development and standardization of business; finally, strengthening the construction of the industrial chain, is the core work of ensuring sustainable development of farmers' entrepreneurship in minority areas.

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ert their own advantages, coordinate their interests, regulate the supply mode, and supply public goods with economic benefits. Development of social organizations has greatly enhanced the structural basis of civil society. The Twelfth-five Year Period has entered into a critical stage of reform in China with the transformation of government functions as the key, which provides important historical opportunity for the development of non-government organizations. Governments at all levels should change to public government from all-powerful government. At the same time, social organizations should make up for the vacuum zone in market after the withdrawal of government power, and organize the scattered farmers by interests in order to better express their will, protect their interests, participate in governance, and implement interaction.

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