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Research and Practice of Agricultural Vocational Colleges in Serving Entrepreneurial Farmers

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Abstract As the vocational colleges shoulder the responsibilities of personnel training, scientific research and the social services, the agricultural vocational colleges, undertake the responsibilities of supporting "three agriculture" and speeding up the new countryside construction. Therefore, agricultural vocational colleges shall take the responsibility of providing the employment training to returned migrant workers is the obligation of agricultural vocational colleges and they are bound to be the camp for providing entrepreneurship training to returned farmers. Relying on its own characteristics and research strengths, the Jiangsu Animal Husbandry & Veterinary College has conducted rewarding research and practices on carrying out entrepreneurship training for farmers.

Key words Entrepreneurial farmers, Countermeasures, Results

Since 2008, under the impact of international financial crisis, many enterprises in China have gone bankrupt or laid off employees massively, making a large number of farmers lose their jobs. The unemployed farmers had to return home. Besides, the farmers' unemployment is not an accidental but inevitable phenomena. One the one hand, the majority of farmers have not received skill training, so it is hard for them to keep pace with the enterprise progress, industrial upgrade and job transformation. On the other hand, with the increase of preferential policies provided by government to rural areas, many farmers want to return home and create their own businesses. So it is urgent to earnestly strengthen the training for migrant farmers. Treating serving "three agriculture" as its responsibility, Jiangsu Animal Husbandry & Veterinary College has taken great efforts to provide farmers with entrepreneurship and practical skills training. It has trained a number of new farmer enterprisers with high professional skills and entrepreneurial abilities.

1 Implement countermeasures and intensify organizational safeguards

The college has specially established a steering group, which is charged by the dean and composed of principals from affiliated departments. Led by the steering group, a office is set up in the training site to handle the issues concerning training. Someone who accept the job should be responsible for it. The group has set the training courses in a scientific way made the training plan, intensified the management on training and created the records of trainers, trainees, training time, training contents, and training effects tracking. Besides, the group selected and employed ex-

perts, technical personnel, planting and breeding proficient, and leading enterprise managers to teach. And the training and check on these teachers are strengthened to ensure the high quality of training.

2 Conduct comprehensive survey and implement execution plans

The college should contact with the agricultural sector of each county (city) positively, and visit the leading specialized households in townships, villages and households through in-depth investigation, so as to know the problems they encountered in the entrepreneurial process, understand the current needs of farmers, and determine the training direction. For example, Jingjiang City is characterized by dense population and limited land, but in recent years, the riverside development demands for more land, so the agricultural economic growth in the city faces new issues. However, the mushroom industry with the advantages of saving land, fertilizer and labor, which meets the development features of Jingjiang City. Besides, farmers in Jingjiang have the experience of cultivating mushroom and in recent years, the cultivation area has a tendency to expand. Therefore, we fully recognized the importance of providing technical training on cultivating good edible mushroom, and decided to carry on mushroom cultivation entrepreneurship training in Jingjiang. In Xinghu, the city has a large scale of aquaculture, so the college mainly focuses on widen farmers' entrepreneurial idea, and stimulates farmers' entrepreneurial enthusiasm through interpreting the market, related policies and cases, by relying on the production and practice pilot of zander and channel catfish, the spirit of combining putting academic studies into practices, as well as by using the way of combining theory and practices, within and without the school, professors with the local academic leaders. Taixing City has good foundation in cultivating livestock and poultry, so the college can make the training plans focusing on hog, livestock and poultry on the basis of Taixing Yancheng Ecological Park, Xiqiao Heyan pig farm

Received: March 23 2013 Accepted: April 22, 2013

Supported by Jiangsu Society of Technical and Vocational Education & Research Subject for National Agricultural Vocational Education during the Twelfth Five-year Plan Period.

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and Qiyu marshland farm.

3 Hire teachers and ensure the quality of training

The college should invite relevant experts and professors, technical staff of the Science and Technology Park, the local academic leaders, typical farmers and business management personnel to train farmers according to the training directions and contents. The implementation of combining theoretical study and practical visits should be adopted. The courses are comprised of sub-intensive classes, production practices tracking guidance. In addition, the college can organize the trainees to investigate and study in relevant planting and breeding base and agricultural enterprises, or arrange appropriate attendant trainee and internship.

4 Optimize the training measures and strive to get good training effect

According to the training contents, every expert should prepare teaching materials in advance, and make the teaching contents in PPT version, and then apply the multi-media teaching equipment to give lectures. For example, on training how to cultivating edible mushroom, the teaching method of combining pictures, multi-media teachings and audio-visual teaching is adopted, to help the trainees fully understand it. The college has collected more than 30 photos of edible mushroom to help the trainees know their appearance directly and master the characteristics of them. At the same time, we have shoot and made the VCD on cultivating enoki mushroom to let the trainees learn the way of cultivating it from the local farmers. The way of multi-media teaching helps trainees quickly master the cultivation method of basic edible mushroom. Before the training, the college will arrange trainees to the base for surveying and help them sense the cultivation of edible mushroom. After the training, the trainees will ask each other questions and discuss freely to improve the learning effect.

5 Provide follow-up guidance to serve farmers

In order to consolidate the training effects, the college will visit the trainees to know their problems in the entrepreneurial process. After the training, we will organize experts, professors, coaches from the training classes to pay a return visit to every trainee. The college will adopt the telephone inquiry, interview, assigning agricultural technical personnel and instruction card way to know the entrepreneurial conditions of trainees, report the problems in the entrepreneurial process of trainees to the affiliated department and help them solve problems.

6 The trainees benefit from the training

The trainees have benefit a lot from the training. One of them said: "the teachings given by the professors and experts are popular and easy to understand, which is helpful for me. It has encouraged me to develop vegetable production; I hope there will be

more training like this in the future". "In the training, I was given not only the lectures from professors and experts, but also the successful stories of entrepreneurs, I have really learned a lot. When I return home, I will strive to develop vegetable cultivation, and help neighboring rural households to start their businesses and get rich." Chunlin Luo, a trainee from Ganggu of Xinghua City, said excitedly.

According to the follow-up investigation, in the trainees from the cultivation industry of Jiangyan City, 88.4% of them have enlarged their production scale. The largest increase was the production of flowers of Liu Wenkun from Caojia Village, Jiangyan Town, from 20 acres in 2007 to 140 acres, with the increase rate of 600%; in the agricultural agents, who have attended the training, 40% of them have expanded their scale of operation, the largest increase was egg production operated by Fengmao Chen from Shengao Town, the investment has increased from 18 million yuan in 2007 to 36 million yuan, with an increase of 100%. Fengmao Chen has established the Jiangyan City Heheng egg production cooperatives. The economic efficiency of all of the trainees has been improved, in which the largest one was Zhangming Ding's rice mill in Yuduo Town, which has increased from 0.3 million yuan in 2007 to 0.5 million yuan, with an increase of 66.6%. 20.6% of the trainees have taken the lead in establishing cooperatives or established the entity. There are 9 people in Shengao Town to participate the entrepreneurship training of farmers, in which 5 people have taken the lead in establishing cooperatives, 3 people established enterprises, accounting for 88.9% of the people who has attended the trainees.

In short, the college will train a batch of new farmer entrepreneurs with high professional skills and strong entrepreneurial competence through entrepreneurship training; cultivate a team of informed, flexible and high-quality agricultural products marketing personnel, improve the organization of farmers of Taizhou City and enhance the industrialization management of agriculture.

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