

Research on Entrepreneurship and Employment Innovation of Left-behind Women under the Vision of Rural Revitalization

-- Take Menghai County, Yunnan Province as An Example

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Abstract: Since General Secretary Xi Jinping put forward the rural revitalization strategy in his report to the 19th CPC National Congress, the problem of agriculture, rural areas and farmers has become a fundamental problem related to the national economy and people's livelihood in the country's current social development. Developing rural characteristic industries and broadening the new channels for farmers to increase their income is an important link. With the binary system process for a long time, the rural personnel structure has changed significantly, left-behind women become an important force of rural revitalization, this paper focuses on the minority left-behind women analyzes the rural left-behind women in today's society survival situation and reasons, put forward the development of characteristic handicrafts and develop niche tourism mode, aims to improve the quality of rural women, enhance employment entrepreneurial skills.

Keywords: Rural revitalization, Left-behind women, Employment and entrepreneurship, Ethnic minorities.

1. The Question Is Raised

With the intensification of industrialization and modernization, a large number of young rural labor force poured into the city under the pressure of survival and life, resulting in the phenomenon of hollowing out and empty nest in the rural areas. Due to the unsound dual system and other policies, it is difficult for the rural population to achieve the "family migration", leaving some family members (women, the elderly, children, etc.) at home. Among them, the role of left-behind women bears the burden of taking care of the whole family, and also needs to take into account agricultural production. Rural left-behind women are a unique phenomenon in the historical process of rural development in China. It is formed in the process of the large-scale transfer of the rural male labor force to the city, which is an inevitable phenomenon under the restriction of the urban-rural dual system structure and the household registration management system in China. In the context of the lack of roles of young men, in fact, left-behind women have great open potential. How to solve their employment, contribute to the construction of the new countryside, and play their important force is a very valuable social issue. Rural minority areas because of its remote location, in the underdeveloped areas, the overall economic backward, traffic block, bad natural conditions, solve the problem of rural minority left-behind women is of great significance, so this project will be in menghai county, Yunnan province, for example, to carry out research, to solve the rural left-behind women entrepreneurship employment ideas and support measures.

2. The Survival Status of Left-behind Women in Menghai County, Yunnan Province

The survey on the basis of the relevant literature, mainly using the literature survey, selected the lang and township

palace village and warm village survey, the two villages with migrant workers more, less than remote, poor natural conditions and the characteristics of agricultural economic development is relatively backward, menghai county, to some extent, can represent the general situation of most rural.

2.1. Overview of Menghai County

Menghai county, Yunnan province, is located in the southwest of Yunnan province, Xishuangbanna, west, together with state hong 45 km, 5 township, 6 town 1 farm, high terrain around, central gentle, peaks, hills, pingba, remote, less people, mainly straight minority people, including ethnic minorities living here for a long time, is the largest population county. There is a local situation of many people, so most young and middle-aged people choose to go out to work, so the phenomenon of left-behind women is widespread.

2.2. Distribution of the age structure of the left-behind women

Menghai county today left-behind women are mainly aged 30-50 years old, per capita education is far lower than Xishuangbanna average level, in 20-30,10.5%, over 50 and 30-40,33.2%, 40-50 years old of 35.4%, we can conclude that menghai left-behind women within the age of 30-50 years old. Women of this age group generally have a certain ability to work, and the main reason why they choose to stay behind is the children and the elderly who need to take care of.

2.3. Level of education of left-behind women

The education level of women left behind in rural areas is generally low. 13.8 percent of rural women are illiterate or less literate, 25.3 percent have primary school education, 36.4 percent have junior high school education, 14.7 percent have high school education, and 9.8 percent have technical secondary school education or above. During the survey, we found that as the age level increased, the lower the education

level, which also indirectly reflects the increasing education situation of youth with the social and economic development.

2.4. Family members of the left-behind women

The questionnaire survey focused on the family composition of the left-behind women and the family members who have lived with the left-behind women for a long time. According to the demographic chart of left-behind women, 3-4 left-behind families are the largest, with 77 percent.

Made of left-behind women family statistics can be seen, left-behind women have children under the age of 18 accounted for 67%, need to take care of their parents of left-behind women accounted for 59%, from the survey, most rural left-behind women must bear the home "old, small" burden, it is also one of the main factors of rural left-behind women.

2.5. The main reasons for left-behind women

Left-behind women the most main reason is the need to take care of the elderly children, as children education refinement, young parents for children's education, they have no attention to simply focus on children's consumption, more have a new education concept and education means, in order to ensure the children's physical and mental health, habits, psychology, and learning problems, in order to maintain family expenses, excluding her husband migrant income, they also need to balance home land tea and crops, but low income.

2.6. Economic status of the families of left-behind women

The region's economic income mainly comes from planting, through the tea, left-behind women family income is usually higher than the left-behind women family, generally annual income in 20000-50000, by the statistical difference can know, the husband working outside income is the main source of rural families, followed by wife farming income, so the husband worker income is particularly important in left-behind families, so in order to improve the family economic situation, her husband chose to work outside.

3. Menghai County, Yunnan Province, left-behind Women Entrepreneurship and Employment Needs

3.1. The forms of entrepreneurship and employment are grim, and the information channels are not smooth

Many left-behind women have the idea of actively finding jobs and starting their own businesses, hoping to engage in a job that can solve the economic pressure. Some women also have the intention of starting their own businesses, but they do not understand the market demand.

3.2. Low cultural literacy restricts left-behind women to start businesses and find jobs

Most left-behind women face low level of education and single skills, want to get rich but not rich methods and technology, want to venture and no suitable candidate, part of left-behind women because of age and low cultural level, do

not know much about new industry, mostly only in traditional projects and small-scale industry, lack of scale, novelty.

3.3. Insufficient funds for entrepreneurship and employment

Under the existing conditions of left-behind women, most families are still in need to maintain family expenses through their working husbands who work abroad, with no excess funds for entrepreneurial practice. Moreover, microfinance is difficult to obtain from formal financial institutions due to the lack of guarantors, business licenses, collateral and other loan conditions. Most left-behind women's initial venture funds are small from relatives and friends.

3.4. Rural women's cognitive ability lacks, and it is difficult to grasp the market trend

Most of the entrepreneurship and employment of left-behind women come from the real economy, and their grasp of sales and the overall market is not clear enough. They have no professional skills training in entrepreneurship, management, sales and other aspects, and have no clear concept of related factors, which cannot accurately judge the development of the market.

To sum up, at present, the left-behind women in Menghai County, Yunnan Province have some problems, such as information occlusion, no rich technology, insufficient funds, and weak risk judgment. In view of the above problems, this paper from the following two ideas on menghai County left-behind women for specific entrepreneurship and employment suggestions.

4. Suggestions for Left-behind Women

4.1. Develop characteristic handmade handicrafts

1. In terms of economic gains

Through similar characteristics of Yunnan ethnic products sales, rooted in Kunming shilin yi autonomous county of Yunnan equipment every ethnic crafts co., LTD., this year, developed a rich with the characteristics of men and women ethnic minorities craft bag, household accessories, small ornaments, hats, shawl, clothing and other 18 series, a total of more than 3600 style products, annual output value of more than ten million yuan. According to the survey of the ethnic minority left-behind women in Menghai County, it can be seen that the left-behind women are generally limited by the scattered distribution and the need to take care of their families, and the ordinary large industries cannot take care of the living conditions of the left-behind women themselves. And the handicraft industry in creating economic benefits at the same time, but also can do work do not leave home, busy when to grasp production, leisure embroidery, increase income and ignore the family income model,

It can be seen that the economic benefits of handicrafts are considerable, and the working mode of handicraft industry is combined with local characteristics. In the international background and the development process of market economy, the characteristic ethnic minority handicrafts have rich national culture and sales market. Ethnic minority handicrafts can be used as an important carrier of national culture to sell to all parts of the country and even for export trade. Menghai County can realize the employment and entrepreneurship of left-behind women by copying the handicraft production.

2. In terms of national characteristics

Menghai county minority population accounted for more than 70%, ethnic minority species as many as more than 20 kinds, all ethnic groups have their own distinctive traditional culture, as long as the appropriate guidance, organization drive left-behind women learning skills, fully develop national characteristics, drive the left-behind women handicrafts finished production, weaving, and advanced equipment operation, can improve the quality and value of handicrafts.

3. From the geographical environment

Menghai county is located in Yunnan border areas, bridgehead facing southeast Asia in Yunnan province, meng china-India economic belt, maritime silk road important part of cultural construction, under the support of national Belt and Road policy, menghai county can play its as Burma, Thailand important land channel natural geographical advantage, cross-regional cooperation will local characteristic handicrafts market development to southeast Asia, South Asia and other overseas, into the golden triangle tourism circle and rings mai this regional tourism circle, change menghai economic development situation.

4.2. Carry out diversified minority tourism products

Menghai as a border area, poor traffic accessibility, weak infrastructure, although cannot meet the demand of mass tourism, but also because of this reason makes menghai tourism resources retain the original style, left-behind women can by creating "small and beautiful" characteristic routes entrepreneurial income, on the one hand, for the corresponding customer group integration of specialized tourism resources, dig local connotation characteristics, local custom culture, industrial resources, folk culture, etc., for the local tourism resources to build a unique brand. On the other hand, we should deeply explore the local cultural characteristics, pay attention to the diversity of local culture, combine the hot spots of The Times and the influence of the Internet, conduct marketing design and publicity packaging of local tourism, do a good job in visual marketing and experiential marketing, and build a business brand for resource providers.

1. Travel routes for tea culture researchers

Menghai county is famous "puer tea" hometown and the earliest tea in China, in 2020 won the "10 much starker choices-and graver consequences-in" tea development title, almost all modern famous old tea from menghai, local can launch tea garden sightseeing, tea tasting, tea tour, check characteristic buildings, tea work, tea experience, tea art, and other content, create a main heart release, yearning for freedom of tea culture characteristics.

2. Research and develop the Jianzhen octagonal Pavilion route for Buddhist culture and Dai culture

The territory has a rich storage of Buddhist murals, unique arts and crafts style, with 280 Buddhist temples, among which the Jianzhen octagonal pavilion is the most famous, the Dai Buddhist architectural art boutique. Similarly, you can also use the natural landscape scattered terrain, to establish a tourist area in the river, to experience the fun of the Dai water-splashing festival, and the river water has become a natural place. The development of a specific landscape, whenever the sunset, when the lights are put on, the river bank on the hotel

restaurant neon flashing, cast a colorful reflection in the river. At this time, the dai women appeared in the river, the light waves on the river, the figure graceful, unreal, like a critical wonderland, the charming scenery will make distant visitors linger, experience a different Dai style.

3. Cross-border tourism and border trade is one

Combined with Jinghong County, specific tourist routes can be established through Menghai County, which can feel the border culture and the unique flavor of ethnic minorities. Through the continuous exchanges and exchanges between the border people on both sides of the national border, the exotic cultural elements of neighboring countries can be seen, forming a visual impact and cultural impact. We will try to establish characteristic exotic restaurants, vehicles of one country, and road signs and shop plaques written in the languages of neighboring countries, and establish a tourism village integrating transnational tourism and border trade. Develop border trade streets at the border of Menghai County, and let merchants from China, Myanmar and other countries engage in commercial activities there. Whether Burmese jade, Thai jewelry, or various ethnic minority products can be sold here. Visitors can choose jade bracelets, identify gems and buy goods from foreign places.

5. Support Means

5.1. We will build a platform for left-behind women to find jobs and start businesses

Break the information block, the main content of the platform to contact upstream consumers and downstream left-behind women, through recruitment fair, experience exchange women docking opportunities, platform and handicraft platform, government service platform, tourism platform between comprehensive information circulation, hope can through the platform for left-behind women contact handicraft sales channel, in the government service platform for poverty alleviation measures and employment opportunities, in integrated tourism platform, upload tourism environment and consumer consumption tendency, realize two-way choice.

5.2. Carry out upgrading training skills classes

Organize left-behind women to learn about computers, Income-generating skills, In the case of village and county units, Cultivate left-behind women by age and type to form a team, For left-behind women over 40 who struggle to accept more difficult knowledge, encourage them to learn simple crafts to earn income, For young left-behind women who can help to broaden their horizons, Learn about the computer and other new knowledge, Enhance the ability of left-behind women, Solve the technical breakthrough problems, By contacting local handicraft enterprises and school-enterprise cooperation to carry out handicraft training skills classes, Training on the vocational skills of left-behind women, Training methods can be launched by the village cadre visits, Using the Internet to develop rolling classroom learning, Expand the channels for increasing income, Like embroidered shoes, cappa, Grass pier, Kite and other easy to learn handicrafts combined with the cultural characteristics of local minorities enrich the quality and content of handicrafts.

5.3. Increase support funds and simplify loan conditions

We will increase funds to support left-behind women to find jobs and start businesses, and reduce or reduce taxes, rent, water and electricity charges. In terms of policies, we will innovate guarantee models to provide credit services to more rural women in need of funds. On this basis, the bank simplifies the credit procedures and lending process, selects the loan objects, clarifies the real and reliable landing situation, and can give the loan, and the village committee will supervise the development situation later. And give it a certain interest rate preferential and comprehensive services, maximize the human, material resources and time costs.

6. Conclusion

With the rapid development of China's urbanization, male migrant workers, women stay at home to take care of the family model to help many families realized out of poverty, but poverty is not the end, but open the starting point of a new life, finishing rural resources, improve the skills of left-behind women, liberate the survival status of left-behind women drive rural revitalization is necessary and meaningful.

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