



The countermeasures and suggestions of ex-servicemen returning home for employment and entrepreneurship from the perspective of push and pull theory

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Abstract. In October 2022, the Party's 20th National Congress made a scientific plan and detailed deployment for promoting rural revitalization work, which also marks the rural revitalization strategy has entered a new stage. How to let the retired soldiers who once shed their blood for the motherland in the new era of socialist modernization with Chinese characteristics and the country's comprehensive promotion of rural revitalization strategy to realize the return of employment and entrepreneurship has become one of the current key work. Based on the theory of "push and pull theory", this paper studies the "push" and "pull" that affect the returning employment and entrepreneurship of ex-servicemen, and puts forward several countermeasures and suggestions to let the ex-servicemen, an important human resource, return to the hometown for employment and entrepreneurship.

Keywords: Rural revitalization strategy; Push and pull theory, retired military personnel; Return home to work and start a business.

1 Introduction

If the nation is to be revived, the countryside will be revitalized. Retired soldiers are valuable assets of the Party and the country, important human resources for economic construction and national defense construction, and an important force for socialist modernization. Promoting retired military personnel to participate in rural revitalization is not only a concrete manifestation of the call of the state and the national strategy, but also an important way to guide them to return home and start businesses and realize the value of life, which helps to promote the modernization of rural social governance capacity at the grassroots level, help to promote faster and better economic and social development of agriculture and rural areas, and help to further strengthen the mobilization capacity of rural national defense^[1].

The push and pull theory is an important theory in the study of population migration, and its embryonic form is the "migration rule" proposed by Ravenstein^[2]. Subsequently, it was gradually systematized through the supplement of

scholars such as Herber, Donald Berger, and Levitt^[3,4]. In the process of retired soldiers returning home to employment and entrepreneurship to help rural revitalization, it can be seen as the result of two different factors: "push" and "pull". "Thrust" is the force that pushes the ex-servicemen to flow from the place of outflow, which is a negative factor. "Pull" is the force that attracts veterans to flow into the stream, which is a positive factor^[5]. This paper uses the "push and pull theory" to build a model, analyzes the "push" and "pull" of retired soldiers returning to their hometown for employment and entrepreneurship, and puts forward countermeasures and suggestions according to the actual situation, so as to promote the return of retired soldiers to their hometown for employment and entrepreneurship, and help the rural revitalization to be effective.

2 Analysis of the Pull of Rural Revitalization on Returning Veterans to Their Hometown for Employment and Entrepreneurship

(1) Rural revitalization strategy rollback

Agriculture is the foundation of our country. With the steady implementation of the rural revitalization strategy, it has gradually brought rejuvenation and revitalization to the countryside, and to a certain extent, generated a pull for retired soldiers to return to their hometown for employment and entrepreneurship. First of all, the rural revitalization strategy will promote the revitalization of various rural industries, provide better entrepreneurship policies and more jobs for rural society, and attract a large number of hard-working and brave retired soldiers to join them. Secondly, with agile innovative thinking and strong organizational ability, ex-servicemen can not only formulate targeted and characteristic development plans based on the needs of modern industrial development, but also play a pioneering and exemplary role in deepening rural autonomy, promoting rural rule of law, and enhancing rural moral governance system, thus effectively promoting the implementation of rural revitalization plan. We will promote rural economic prosperity and development.

(2) Local governments introduced policies to attract people

The Party and the state attach great importance to this work, and government departments at all levels have formulated or implemented a series of policies to encourage ex-servicemen to enter rural employment and entrepreneurship in response to the call of the state. For example, the "Law on the Protection of ex-servicemen" specifically lists "employment and entrepreneurship" and clearly points out that "a certain number of grass-roots civil servant positions should be set up everywhere. It is open to college graduates and ex-servicemen who have served five years in active service." Another example is the Opinions on Promoting the Employment and Entrepreneurship of retired servicemen in the New Era, which stipulates that retired servicemen and the small and micro enterprises founded by them can apply for guaranteed loans for entrepreneurship and enjoy preferential loan interest in accordance with state regulations. All this has provided strong support for the majority of veterans to partici-

pate in rural revitalization and help high-quality rural economic and social development in the new era^[6].

(3) The development and rise of rural networks

Returning home to start a business is closely related to the popularity of the Internet and the rapid development of e-commerce. After entering the 21st century, China's Internet industry and e-commerce have developed rapidly, as of June 2022, the number of Internet users in China is 1.051 billion, the Internet penetration rate has reached 74.4%, and broadband has been realized in every village^[7]. In the past, farmers obtained information mainly through TV, radio media and propaganda of village cadres. These media organizations were limited by time and region, which affected the real-time of farmers' information acquisition^[8]. The gradual rise and rapid development of rural network has opened up a new situation for the rural revitalization strategy, but also attracted more talents and resources to return to the countryside, and injected new blood into the rural economic development under the current environment.

3 Analysis of the Thrust of Economic and Technological Development on the Return of Ex-servicemen to their Hometown for Employment and Entrepreneurship

(1) The Party and the State make strong calls

Doing a good job in the resettlement of retired military personnel and returning to their hometown for employment and entrepreneurship is not only related to the people's livelihood, but also related to society. Since the establishment of the Ministry of Veterans Affairs in 2018, the Party's leadership over the work of veterans has been comprehensively strengthened. The central government has formulated a series of guidelines on strengthening entrepreneurship and employment for ex-servicemen in the new era, and reform plans for policies and systems on entrepreneurship and employment for ex-servicemen. For example, Opinions on Promoting Employment and Entrepreneurship of Retired Servicemen in the New Era (2018), and Guiding Opinions on Promoting Retired Servicemen to participate in Rural Revitalization (2021). Promoting retired soldiers to participate in the construction of rural revitalization is not only the concrete embodiment of responding to the national call and participating in the national strategy, but also an important way to guide them to return home and start businesses and realize the value of life, which is of great significance.

(2) The government actively conducts publicity and guidance

At present, the government attaches great importance to the employment and entrepreneurship of veterans returning home. We have successively promulgated the Opinions on Promoting the Employment and Entrepreneurship of Retired Soldiers in the New Era, and the Notice on the Management Guidelines for the Employment and Entrepreneurship Training of Retired Soldiers, etc. It provides policy guarantee for the demobilized servicemen to carry out employment and entrepreneurship work back home^[9]. Veterans affairs bureaus and veterans service centers at all levels around the country actively promote employment and entrepreneurship and free education pro-

motion policies to encourage veterans to improve their academic qualifications and strengthen their ability to find employment and entrepreneurship. At the same time, we will continue to strengthen the ideological and political education of ex-servicemen and the concept of job selection, vigorously publicize the typical employment and entrepreneurship of ex-servicemen returning to their hometown, carry forward the spirit of self-confidence and self-improvement, and guide the majority of ex-servicemen to carry forward the glorious tradition and fine style of the people's army, actively participate in the current rural revitalization strategy, and make new contributions to the cause of socialist modernization.

(3) Fierce competition for urban employment

At present, employment pressure has become a problem and challenge that almost all young people need to face. In recent years, the recruitment demand of college graduates in new first-tier cities and second - and third-tier cities has decreased, but the number of job seekers is increasing, while the recruitment and demand of first-tier cities have decreased, and the decline in the number of job applications and job applications is smaller than the number of recruitment demand. And the gap between military service life and social and economic environment is large, retired soldiers know little about local economic development, can not grasp the market dynamics in a timely manner, due to low education level, professional mismatch or lack of vocational education quality and other factors, retired soldiers are often blocked in the threshold of employment and entrepreneurship, compared with college students who just graduated from school obviously do not have enough competitiveness.

4 Construction of Push and Pull Model of Returning Veterans for Employment and Entrepreneurship

The push and pull theory is one of the classic theories of population migration, which can also be used to analyze the "push" and "pull" factors for retired soldiers to return home to employment and entrepreneurship while explaining the reasons for population migration. The push and pull theory holds that there are both push and pull forces in the inflow and outflow areas. The former is a negative factor that pushes the floating population outward, while the latter is a favorable factor that pulls the floating population back. Based on the push and pull theory, this paper starts from the two dimensions of the pull of rural revitalization on the return of veterans to employment and entrepreneurship and the push of economic and technological development on the return of veterans to employment and entrepreneurship, combined with China's current special national conditions and social actual conditions, and believes that the return of veterans to employment and entrepreneurship is the result of the joint action of two forces: "push" and "pull". The pullback of the rural revitalization strategy, the introduction of local policies to attract, and the rise of rural network development constitute the "pull" for retired soldiers to return to their hometown for employment and entrepreneurship. The strong call of the Party and the state, the active propaganda and guidance of the government, and the fierce competition for urban employment constitute the "thrust" for retired soldiers to return home to employment and entre-

preneurship. The construction of push and pull model for returning veterans to employment and entrepreneurship is shown in Figure 1.

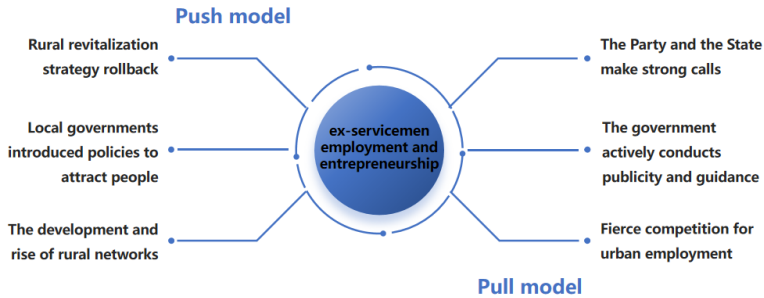


Fig. 1. Push and pull model of ex-servicemen returning home for employment and entrepreneurship

5 Countermeasures and Suggestions to Promote the Return of Ex-servicemen to their Hometowns for Employment and Entrepreneurship

(1) Strengthen support measures to identify the direction of employment and entrepreneurship of ex-servicemen

First, we will support retired servicemen in developing specialty farming. Relying on high-quality special wheat, high-quality rice, fine vegetables, characteristic fruits, authentic Chinese medicinal materials, superior edible fungi, live pigs, eggs, aquatic products and other characteristic industrial clusters, combined with local realities, to guide veterans to concentrate on the development of characteristic farming industry.

Second, support retired military personnel to participate in the development of agricultural industrialization. We will support ex-servicemen in setting up primary processing bodies for agricultural products such as storage and preservation, grading, cleaning and packaging, and implement subsidies for storage and preservation facilities for fresh agricultural products and post-production commercial processing facilities. Leading enterprises in agricultural industrialization and private enterprises will be guided to actively recruit retired military personnel.

Third, we will support retired military personnel in leading new types of agricultural operations. Encourage ex-servicemen to lead the establishment of family farms, farmers' cooperatives, agricultural socialized service organizations and other new agricultural business and service entities, and actively absorb rural ex-servicemen for employment, and prioritize qualified recommendations for inclusion in the creation of demonstration family farms and farmers' cooperatives at or above the provincial level.

(2) Optimize the service platform and expand ways for ex-servicemen to find employment and start businesses

First, we will strengthen community-level services. Give full play to the advantages of two-level service stations for rural veterans located at the grassroots level

and close to the masses, actively publicize relevant policies for rural revitalization, and mobilize the majority of retired soldiers to play an active role in the cause of rural revitalization. At the same time, we provide accurate services such as assistance and agency for veterans to register agricultural enterprises, enjoy preferential fiscal and tax policies, and apply for financial support.

Second, we will improve public services. We will actively foster market-oriented intermediary service institutions, guide trade associations and chambers of commerce and social organizations at all levels for ex-servicemen to play their role, and encourage them to provide professional services. Actively invite, support and organize retired servicemen-related enterprises to participate in various recruitment activities, and set up special areas for retired servicemen-related agriculture or carry out special recruitment.

Third, strengthen the construction of park bases. Support local governments in promoting new incubation models, integrate and build a number of business incubation bases, small and micro enterprise entrepreneurship and innovation bases, mass creation Spaces and star creation and other platforms, and help veterans carry out upstream and downstream supporting entrepreneurship.

(3) Explore the education system and improve the academic qualifications and skills of veterans

First, we will guide retired military personnel to participate in academic education. We will take retired soldiers as the main target of enrollment expansion of higher vocational colleges for specific groups, and select majors that are urgently needed for rural revitalization, are in short supply in the fields of social livelihood and have order cultivation needs of stable development enterprises in the region as enrollment expansion majors. Ex-servicemen are encouraged to apply for agricultural higher vocational colleges and enjoy preferential policies according to regulations.

Second, we will strengthen vocational skills training related to agriculture. Support eligible returning veterans to participate in agriculture-related vocational skills training, closely connect with the needs of regional returning to the countryside and entrepreneurship characteristics of the industry, scientifically set up training majors, launch a number of practical, quick and short-term training projects, according to regulations into the scope of vocational training subsidies, and continue to improve the ability of returning to the countryside retired soldiers to get rich in agricultural technology.

Third, do a good job in agricultural entrepreneurship training. All qualified veterans who are willing to start businesses back home will be included in the scope of entrepreneurship training, relying on high-quality training resources such as ordinary colleges and universities, vocational colleges, and education and training institutions, according to their entrepreneurial intentions, local economic characteristics and the needs of key industries, and carrying out returnee entrepreneurship training in different categories and stages.

6 Conclusion

"If there is a war, you will be called back" is a vow that veterans keep in mind after they take off their uniforms. The realization of high-quality employment and entrepreneurship of retired soldiers and the care and care of the Party and the state can not only solve the practical difficulties of retired soldiers, but also resolve the "backward" worries of active soldiers, and then inspire the majority of aspiring young people to actively enlist in the army, prompting them to devote themselves to the cause of national defense and serve the motherland. At the same time, ensure that retired soldiers return to their hometown for employment and entrepreneurship, let them return from the military to the local area, constantly inject fresh blood into the construction and development of their hometown, fully demonstrate the unyielding will of "retirement does not fade, retired does not retreat", and make new contributions to the national economic development and social stability in the rural background.

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