

# Migrant Workers in Liaoning Province Countermeasures for Returning Home to start a Business

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**Abstract:** In recent years, with the development of precise poverty alleviation, the state has always advocated and supported migrant workers to return home to start businesses, and developing rural economy is the key to building a well-off society in an all-round way. Liaoning Province, as a big agricultural province, conforms to the upsurge of migrant workers returning home to start businesses, introduces various preferential policies, provides various advantages, attracts migrant workers returning home to start businesses, and vigorously promotes farmers' income increase and rural development. The significance of this study lies in enriching the theoretical research of migrant workers returning home to start a business, promoting the implementation of returning home to start a business in Liaoning Province, providing certain reference for the future study of migrant workers returning home to start a business in Liaoning Province and even the development of migrant workers returning home to start a business in other areas, driving more rural industrial transformation and upgrading, and contributing to the implementation of rural revitalization.

**Keywords:** Rural revitalization; Migrant workers; Returning home to start a business; Measures

## I. INTRODUCTION

In recent years, the state has put forward a series of policies of "encouraging and supporting migrant workers to return home for employment and entrepreneurship". In 2007, the State Council promulgated "Several Opinions of the CPC Central Committee and the State Council on Actively Developing Modern Agriculture and Solidly Promoting the Construction of New Socialist Countryside", which clearly pointed out that migrant workers should be encouraged to return home to start businesses. In 2015, the General Office of the State Council issued the "Opinions on Supporting Migrant Workers and Other Personnel to Return Home to Start Businesses", which pointed out that migrant workers are encouraged to make use of the information technology development of "Internet plus" and realize the docking between products and markets by developing the branding of characteristic products. In 2017, the State Council issued "Several Opinions of the Central Committee of the Communist Party of China and the State Council on Deepening the Structural Reform of the Supply Side of Agriculture and Accelerating the Cultivation of New Kinetic Energy for Agricultural and Rural Development", which proposed to support migrant workers to return home to start businesses, promote the development of new agricultural and rural formats, and introduce modern production and operation models into rural areas. 2018

The Opinions on Further Promoting the Support of Migrant Workers and Other Personnel Returning to the

Countryside to Start Businesses issued by the General Office of the State Council in 2000 pointed out that migrant workers returning home to start businesses is conducive to activating rural resource elements, cultivating new development momentum, and promoting farmers' employment and income increase, which is an important part of implementing the rural revitalization strategy. In 2019, the State Council issued "Several Opinions of the CPC Central Committee and the State Council on Adhering to the Priority Development of Agriculture and Rural Areas and Doing a Good Job in Agriculture, Rural Areas and Farmers", which emphasized supporting rural innovation and entrepreneurship. Encourage farmers workers return home to innovate and start businesses, establish various forms of entrepreneurial service platforms, and improve the rural innovation and entrepreneurship support service system.

In 2020, the Opinions of the Central Committee of the Communist Party of China and the State Council on Doing a Good Job in the Areas of Agriculture, Rural Areas and Farmers to Ensure the Realization of a Well-off Society in an All-round Way on Schedule issued by the State Council emphasized the in-depth implementation of the cultivation of rural innovation and entrepreneurship leaders, and included eligible migrant workers returning home to start businesses in the scope of one-time

General Secretary has repeatedly stressed that to implement the rural revitalization strategy and promote the integration of the three industries, it is necessary to encourage farmers to find jobs and start businesses, and encourage entrepreneurship to drive employment. Premier also pointed out many times that it is necessary to provide targeted assistance to entrepreneurs returning home, increase support and further refine support measures. Liaoning Province is a typical agricultural province, which is rich in labor resources, and it is easy to cause rural surplus labor to go out to work. With the government increasing support for migrant workers to return home to start businesses, Liaoning Province soon ushered in the opportunity to revitalize rural industries in Liaoning. Liaoning provincial government complied with the upsurge of migrant workers returning home to start businesses, issued various preferential policies and provided various advantages to attract migrant workers returning home to start businesses. The state and Liaoning government provide preferential policies for migrant workers returning home to start businesses, and the state will share their entrepreneurial risks and reduce their entrepreneurial costs. Through the investigation of migrant workers returning home to start their own businesses and the study of relevant documents, it is found that there are still some problems in migrant workers returning home to start their own businesses, such as lack of high-quality talents, difficulty in financing and loans, and poor

management level Objective factors of migrant workers returning home to start businesses in Liaoning Province. To a certain extent, these problems have a negative impact on migrant workers returning home to start businesses.

## II. RESEARCH SIGNIFICANCE

First, it helps to optimize the rural industrial structure. Migrant workers returning home to start businesses have a great impact and adjustment on the existing rural industrial structure in Liaoning Province, which drives more rural industrial transformation and upgrading, injects vigor and vitality into the rural industrial development in Liaoning Province, and contributes to the high-quality development of agriculture and rural areas in Liaoning Province. Second, it is helpful to promote the economic development of rural areas in Liaoning Province. Liaoning provincial government supports migrant workers to return home to start businesses, attracts talents to the countryside, brings advanced technology, drives the development of related industries, and forms characteristic industrial clusters, thus promoting the economic development of rural areas in Liaoning Province. Third, it is conducive to increasing farmers' income in Liaoning Province. Liaoning Province, as a big agricultural province, promoting migrant workers to return home to start businesses can increase farmers' income, narrow the differences between urban and rural areas in public services, improve farmers' living standards and promote the development of urban-rural integration in Liaoning Province. Fourth, it is conducive to promoting the development of building a well-off society in an all-round The issues concerning agriculture, rural areas and farmers are the "hard bones" that must be solved to build a well-off society in an all-round As a typical group in agriculture and rural areas, Liaoning provincial government actively encourages migrant workers to return home to start businesses, which is to promote the development of building a well-off society in an all-round way.

## III. THE DILEMMA OF MIGRANT WORKERS RETURNING HOME TO START BUSINESSES IN LIAONING PROVINCE

### A. Local support policies are not perfect

On the one hand, the policy system is not perfect. Migrant workers returning home to start businesses involves many aspects such as industry and commerce, human resources and social security, taxation and so on. However, in the concrete implementation, there is no one-stop service for migrant workers to return home to start businesses, and a complete set of policy service system has not been formed among various departments, which leads to insufficient understanding of the support policies issued by Liaoning provincial government and unnecessary troubles in the process of starting businesses. On the other hand, the policy implementation is insufficient. The imperfect policy system leads to the inadequate interpretation of the policy by the relevant grass-roots staff and migrant workers, and the misunderstanding can easily lead to mistakes in policy implementation. Some local support policies stay in theory, and in the concrete implementation, they are different from the social and economic environment when migrant workers start businesses, which leads to a gap between the preferential treatment provided by the support policies and the problems encountered by migrant workers returning home to start businesses, which cannot solve the problems in time and finally becomes a face-saving project. The enforcement of

relevant grass-roots staff is the direct embodiment of policy implementation, and the insufficient enforcement of grass-roots staff not only makes the government support policy unable to be implemented in place, but also fails to play a leading role in migrant workers returning home to start businesses. Have

Some staff members' professional quality is not enough, they have little knowledge of relevant policies and preferential conditions such as finance, taxation and social services, and they have insufficient understanding of migrant workers' returning home to start businesses, so they cannot give appropriate professional guidance in time.

### B. Insufficient local financial input

Rural infrastructure construction investment cannot meet the needs of migrant workers returning home to start businesses. Liaoning Province has a vast rural area, and the existing production factors such as hydropower and transportation in rural areas are poor, which cannot meet the needs of starting a business. Rural infrastructure has a wide coverage and heavy construction tasks. However, local governments have limited investment in infrastructure and a large funding gap, which leads to the infrastructure construction in some areas not meeting the entrepreneurial standards and affects the process of migrant workers returning home to start businesses. On the other hand, local governments have limited financial support for migrant workers to return home to start businesses. Liaoning provincial government actively encourages migrant workers to return home to start businesses, and a large number of migrant workers choose to return home to start businesses. With the increase of migrant workers returning home, there is a shortage of funds for migrant workers returning home to start businesses. Local governments have less special funds for migrant workers returning home to start businesses, which cannot meet the financial needs of migrant workers returning home to start businesses, resulting in a funding gap for migrant workers returning home to start businesses and limiting the development of migrant workers returning home to start businesses.

### C. Insufficient agricultural propaganda

On the one hand, the propaganda methods are insufficient. In recent years, although the Liaoning provincial government has continuously increased the preferential efforts for migrant workers to return home to start businesses, there are not many migrant workers who really understand the development status of Liaoning Province. Migrant workers' returning home to start businesses involves various aspects, and relevant departments have also carried out entrepreneurship publicity. However, due to the low correlation between various departments, their publicity is mainly based on their own departments, which leads to migrant workers' low attention to these entrepreneurial information and their inability to know the relevant information of returning home to start businesses in time.

On the other hand, the publicity effect is not significant. Some grass-roots governments are influenced by traditional ideas, When publicizing the preferential policies for returning home to start businesses, Mainly by traditional propaganda means, As a result of not making full use of the new media platform, migrant workers who work outside the home know that the Liaoning provincial government supports them to return home to start businesses, but they don't know much

about the supporting policies and entrepreneurial environment in their hometown. Most of them only know about this matter, and they can't choose suitable entrepreneurial projects by combining the reality and policies of Liaoning Province.

***D. Migrant workers have insufficient understanding of the importance of improving their own abilities***

At present, small-scale operation is still the main way for migrant workers to return home to start businesses in Liaoning Province, and bottlenecks often appear in the expansion of business scale. Among them, migrant workers' lack of understanding of the importance of improving their own abilities is the key factor. In the process of migrant workers returning home to start businesses, the knowledge needed involves all aspects, such as loans, taxation and management, which require entrepreneurs to have high professional standards. Liaoning provincial government has issued various support policies for migrant workers returning home to start businesses, and various cities will issue more detailed policies for local conditions. Among these various policies, migrant workers have limited ways to understand preferential policies, and their own interpretation of policies will be inaccurate, which leads to the effect of preferential policies far less than expected. Some migrant workers who return home to start businesses are eager for success, ignoring their own lack of ability, which often leads to their failure in starting businesses.

**IV. COUNTERMEASURES AND SUGGESTIONS FOR MIGRANT WORKERS RETURNING HOME TO START BUSINESSES IN LIAONING PROVINCE**

***A. Improve the entrepreneurial environment for migrant workers returning home***

Migrant workers' returning home to start businesses involves many aspects, and the entrepreneurial environment is an important factor affecting migrant workers' returning home to start businesses in Liaoning Province. To promote the development of migrant workers returning home to start businesses in Liaoning Province, efforts should be made to strengthen policy support, improve infrastructure construction, increase financial support, rationally allocate entrepreneurial resources and improve public service system.

**1. Strengthen policy support**

First, improve the policy system. Policy is the basic guarantee for migrant workers to return home to start businesses, and plays a guiding role for migrant workers to return home to start businesses. Therefore, perfecting the policy system and improving the entrepreneurial atmosphere will help strengthen the entrepreneurial willingness of migrant workers. First of all, we should improve the fiscal and tax support policies. The scale of migrant workers returning home to start businesses is generally small, their ability to resist market risks is poor, and there is still a big gap with enterprises in big cities. Only by implementing active fiscal and taxation policies can the government gradually expand the scale of migrant workers' entrepreneurship and promote the economic development of rural areas. Secondly, improve the resource support policy. The government should ensure the rational allocation of production factors necessary for migrant workers to return home to start businesses. Resources such as capital, land and labor are the necessary factors to promote migrant workers to return home to start businesses. Perfect entrepreneurial resources can attract a large number of

entrepreneurs. Then, improve the market propaganda policy. In the era of highly developed informationization, only by increasing the marketing promotion of products can we connect with the market, sell products to the whole world, turn rural resource advantages into development achievements and promote rural economic development. Finally, coordinate the cooperation among various departments. The policy of migrant workers returning home to start businesses involves many aspects, and the emphasis of each policy is different, which requires cooperation between departments, giving full play to the functions of various departments, and promoting the full play of the functions of policies.

Second, strengthen supervision. The implementation of policies is often inseparable from the guarantee of supervision. In the process of implementing the policy, some measures often have no obvious effect and finally become face-saving projects, which requires strengthening supervision. On the one hand, we should improve the supervision mechanism. In the process of implementing the policy of supporting migrant workers to return home to start businesses, it is necessary to strengthen the supervision of policy implementers, strengthen the professional construction of service personnel, strictly prevent them from abusing their power in policy implementation, and urge the effective implementation of policies at the grassroots level. On the other hand, strengthen the construction of policy feedback. In the process of implementing the policy, there will always be a situation that is inconsistent with the practice of migrant workers returning home to start businesses, so it is necessary for grass-roots staff to feedback these opinions in time, and thus adjust the policy to promote the effective implementation of the support policies for migrant workers returning home to start businesses.

**2. Improve infrastructure construction**

Rural infrastructure construction has a great impact on migrant workers' willingness to return home to start businesses, especially hydropower facilities and modern logistics system related to migrant workers' entrepreneurial project selection and lifestyle dependence. Therefore, in the future for rural infrastructure construction, it is urgent to pay more attention to these aspects, so as to avoid becoming the threshold to restrict migrant workers from returning home to start businesses.

First, increase investment in rural infrastructure construction. The construction of infrastructure such as hydropower, roads and bridges is a necessary condition for rural migrant workers to return home to start businesses. Only by increasing investment in infrastructure, promoting the full coverage of infrastructure such as hydropower and speeding up the construction of circulation system based on road traffic system can local entrepreneurs usher in a climax. Accelerate the pace of rural Internet entry in Liaoning Province, realize the information pattern of village-to-village network, promote the construction of rural three-level logistics system, change the uneven distribution of logistics outlets in rural areas, and improve the efficiency of goods transportation, so as to realize the rapid entry of entrepreneurial products into circulation channels.

Second, narrow the gap between urban and rural infrastructure. Liaoning Province vigorously supports migrant workers to return home to start businesses in order to promote rural economic development, narrow the gap between urban

and rural areas and realize urban-rural integration at an early date. Then the current situation that rural infrastructure construction lags behind cities in Liaoning Province should be changed, and the rural areas should be docked with urban construction standards to narrow the differences between urban and rural technical facilities. Narrowing the differences in rural infrastructure construction is conducive to entrepreneurs adapting to market competition as soon as possible. Attract more foreigners to spend here, strengthen the flow of factors between urban and rural areas.

### 3. Increase financial support

Although returning migrant workers have accumulated a certain amount of capital, these funds are far from enough for starting a business, and the shortage of funds has become the biggest problem faced by migrant workers in the early stage of returning home to start a business. Therefore, in the process of supporting migrant workers to return home to start businesses, government departments should increase financial support and improve the financing environment for entrepreneurship.

First, set up a foundation for migrant workers to return home to start businesses. Liaoning provincial government learns from Guizhou province, establishes venture funds for returning migrant workers, encourages rural financial institutions to provide venture capital consulting and decision-making services for returning migrant workers, and helps migrant workers return home to start businesses. On the basis of migrant workers' own capital, supplemented by private lending and financial institution guarantee, we can solve the problem of shortage of funds for migrant workers returning home to start businesses.

Second, improve the credit guarantee system for migrant workers. According to the financial service level of the entrepreneurial areas, Appropriately increase financial service points, actively guide rural financial institutions to set up special venture capital accounts for returning migrant workers, relax credit conditions, expand the scope of pledge, agree that migrant workers take land use rights, patents and production equipment as collateral, relax loan conditions, and improve the venture financing environment for migrant workers.

### 4. Rational allocation of entrepreneurial resources

In view of the insufficient problem in the process of migrant workers returning home to start businesses in Liaoning Province, it is necessary to strengthen the utilization efficiency of agricultural production resources and make overall plans for land use.

First, optimize the allocation of resources and improve the utilization efficiency of agricultural production resources. Distinguish the resources used in agricultural production from the resources of local residents' lives, and set up a special project for migrant workers to return home to start businesses. Overall planning of land use. The land for migrant workers to return home to start businesses will be included in the blueprint of urban and rural development in Liaoning Province, and overall arrangements will be made for migrant workers. The use of idle factories, barren hills and other sites, in line with the land planning and control of Liaoning Province, is used for the construction of migrant workers returning home to start a business park. It is allowed to revitalize collective construction land by means of village renovation, and give priority to the replaced land for migrant workers to return home to start

businesses.

Second, establish entrepreneurial parks for migrant workers returning home and integrate entrepreneurial resources. Taking Xinzheng Xinyifeng Ecological Agriculture Base Pioneer Park as an example, it provides entrepreneurial venues for returning entrepreneurial migrant workers by means of free or low-cost leasing, and enjoys all preferential policies of the entrepreneurial park after entering the entrepreneurial park, so as to actively guide and encourage migrant workers to start businesses and enter the industrial park for centralized management and agglomeration development. The resources used by migrant workers returning home to start businesses in a region are repeated. If every entrepreneur fights alone, it will inevitably lead to waste of resources. This requires the establishment of a special entrepreneurial park for migrant workers returning home and the integration of entrepreneurial resources in the region.

### 5. Improve the public service system

In view of the public service problems of migrant workers returning home to start businesses in Liaoning Province, prescribing the right medicine and taking corresponding development countermeasures are the key to improve the quality of migrant workers returning home to start businesses in Liaoning Province.

First, provide high-quality entrepreneurial services. Liaoning Province attracts a large number of migrant workers to return home to start businesses and promotes local economic development by building an entrepreneurial service platform. Therefore, Liaoning Province should provide active entrepreneurial services for migrant workers returning home to start businesses, and escort their entrepreneurship. Improve the level of rural public medical welfare in Liaoning Province, promote the construction of transportation and logistics system, build a professional entrepreneurship service platform, and provide entrepreneurial services such as policy consultation and entrepreneurship training for migrant workers.

Second, create a platform for entrepreneurial projects. Liaoning Province, as a big agricultural province, has the characteristics of each region color industries are different. According to the characteristic industries in Liaoning Province, collect a number of projects based on local resources and industrial advantages, and establish a professional entrepreneurial project library. Hire local scholars or experts in Liaoning to evaluate the feasibility of these projects, and select projects that conform to local planning and have development prospects for reference of migrant workers returning home to start businesses in Liaoning Province.

### *B. Strengthen the self-construction of returning migrant workers*

#### **1. Enhance migrant workers' willingness to return home to start businesses**

Migrant workers can't return home to start businesses without a good entrepreneurial environment. Create a good entrepreneurial environment, improve the inherent prejudice of public opinion on migrant workers returning home to start businesses, and strengthen the willingness of migrant workers returning home to start businesses. Increase the publicity of entrepreneurship, improve the rural entrepreneurial environment, and create a strong entrepreneurial atmosphere

for migrant workers to return home to start businesses.

First, increase the publicity of entrepreneurship. When Liaoning Province carries out entrepreneurship propaganda, it organizes provincial media to enter the grass-roots level, and increases the propaganda of rural entrepreneurship policies and successful cases of returning home entrepreneurship. Learn from Guizhou Province, Using TV, Weibo, symposiums and other publicity methods, using big data technology to establish an information sharing platform, increasing the publicity of Liaoning Province in entrepreneurship platform and financial services, attracting more new generation migrant workers to return home to start businesses, enhancing the motivation of migrant workers to return home, and driving more migrant workers to actively return home to start businesses.

Second, improve the rural entrepreneurial environment. On the basis of publicizing preferential policies, we should publicize more successful cases of entrepreneurship, invite experts and successful entrepreneurs to introduce their experiences, improve public opinion on migrant workers returning home to start businesses, and enhance their willingness to return home to start businesses. On this basis, it is necessary to improve the objective conditions for migrant workers to return home to start businesses, improve the entrepreneurial policy system, strengthen rural infrastructure construction, provide professional skills training, and increase financial support. Actively improve the entrepreneurial environment in rural areas, change public opinion and farmers' views on migrant workers returning home to start businesses, attract more people with lofty ideals to return home to start businesses, and make migrant workers returning home to start businesses become a trend.

## **2. Improve the comprehensive quality of migrant workers returning home to start businesses**

First, improve the professional quality of migrant workers. Liaoning provincial government, based on local scientific research institutions in Liaoning, makes use of the existing training teachers in institutions of higher learning, and combines the practical needs of migrant workers returning home to start businesses to provide professional training for migrant workers. Scientific research institutions adapt to local conditions, meet the needs of economic and social development and industrial structure transformation and upgrading in Liaoning Province, provide corresponding academic continuing education and job skills training for willing and capable migrant workers, and enhance the comprehensive strength of migrant workers. Liaoning provincial government selects a group of entrepreneurs from the stars of returning home every year to guide the confused migrant workers who return home to start businesses, devote themselves to solving the difficulties they encounter in the process of starting businesses, and help migrant workers enrich their ideas of returning home to start businesses.

Second, strengthen professional entrepreneurship training services. To improve the entrepreneurial quality and entrepreneurial ability of migrant workers, it is the only way to carry out various skills training. According to the current level of migrant workers, Liaoning provincial government integrates training resources, carries out planned management training, and conducts practical technical training according to the characteristics of returning home to start businesses in Liaoning Province, so that more migrant workers can master

advanced technology and business philosophy. Guide and encourage social individuals and organizations to set up various legal entrepreneurship training institutions, actively explore the tutor system for migrant workers to return home to start businesses, and provide migrant workers with a series of professional services such as entrepreneurship scheme design and risk assessment.

## **3. Break through the limitations of entrepreneurial subjects**

At present, the limitation of migrant workers returning home to start businesses in Liaoning Province is one of the important factors hindering their orderly development. In view of this phenomenon, we can strengthen publicity and training, improve rural management planning and other aspects.

First, strengthen publicity and training to enhance the professional level of entrepreneurs. Most migrant workers have little understanding of the management, planning and training necessary for starting a business in occupations with low technical requirements during their working in cities, which makes it difficult to successfully return home to start a business. Liaoning Province can learn from the experience of Guizhou Province. When attracting migrant workers to return home to start businesses, it should attract investment accurately, strengthen the publicity and training of entrepreneurs, actively organize professional training, improve the entrepreneurial level of migrant workers returning home to start businesses, and promote the optimization of local industries.

Second, improve rural management planning. At present, the economic development in rural areas has improved, but the related development planning still stays in a chaotic situation. The development of some rural areas has gradually kept up with the level of urban development, while others are still in poverty. The development level of rural areas in Liaoning Province is at different stages. It is necessary to scientifically plan the development of rural industries, develop advantageous industries in various places, seek entrepreneurial opportunities for rural laborers in a broader field, and exert greater entrepreneurial potential.

## **4. Introduction of high-quality professionals**

At present, when migrant workers return home to start businesses, they generally have the dilemma of weak technical strength and weak market competitiveness. Therefore, it is the most effective solution to actively introduce foreign talents, strengthen the construction of migrant workers' talent team and provide talent support for migrant workers to return home to start businesses.

First, clarify the standards of talent introduction. When introducing professionals, it is necessary to clarify the selection criteria, and examine whether the professional level, entrepreneurial viewpoint, business philosophy and other factors of professionals match the proposed positions and integrate with the entrepreneurial team. Only by introducing talents in an appropriate way can we make the best use of professionals' abilities, give full play to the role of high-quality professionals, strengthen the talent team, ensure the talent resources needed by migrant workers to return home to start businesses, and add new kinetic energy to migrant workers' return home to start businesses in Liaoning Province.

Second, enrich the ways of talent introduction. According to the needs of entrepreneurship, Liaoning provincial

government broadens the ways of talent introduction and actively introduces counterpart professionals. On the one hand, it advocates the way of internal recommendation to introduce the talents that entrepreneurs really need. On the other hand, we should actively broaden the ways of talent introduction, make full use of the Internet, headhunting, employment centers and other ways to recruit professionals, and provide abundant talent resources for migrant workers to return home to start businesses.

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