The Analysis of Herding Effect about Human Resource Compensating Agriculture

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Abstract. Human resource nurturing agriculture is an inevitable stage of economic development, in “the 13th Five-Year Plan” clearly put forward to reduce the gap between urban and rural areas, the goal of eliminating the urban-rural dual structure. On the status of China's current agricultural development, agriculture achieves modernization, and human resource nurture agriculture, it is an inevitable tendency. Therefore, it is very important to establish the corresponding mechanism to achieve “Herding effect”.

Introduction

“Herding effect” means where it is sufficient water, and grass, where the shepherds brought back sheep there. Application to the human resource is refers to provide certain conditions, to improve the current environment. Currently our country is in the new normal economic period, from high speed to high speed of economic growth. In this economic development, there is instability of world economy development, uncertainty, even the European Union, the United States the impact of the economic crisis, which leads to the situation that is very complicated [1]. The world economy will inevitably affect the stability of the national economic development, and agriculture is the foundation of the national economy. So the development of agriculture and the growth of the human resources rely on agriculture. The government in the medium and long-term talent development plan outline (2010-2020) says “a large number of new socialist countryside construction leaders” “leading talents to rural grassroots and arduous remote areas flow”, the implementation of “modern agriculture talents support program”, talent “feedback” agricultural engineering [2]. In the face of the current economic pressures at home and abroad, the first job is to promote the socialist new rural construction, strengthen the rural human capital investment, and improve the quality of rural population, so it is of vital significance to promote the development of agriculture and national economic stability.

Rural Human Resources Present Situation in Our Country

The Stocks of Rural Population in China

Our country is a populous country, the country's population reached 136782 in 2014 (ten thousand), 61866 (ten thousand), including rural population accounts for 45% of the population. And it is also an agricultural country, and has a huge human resources in rural areas in China, including 37943 rural employment (ten thousand people). With the development of economy, the population will grow, some experts predict that by 2020 China
will have 2.2230 million population moved from rural to urban areas. The current rural huge human resources contains a potential productivity, and has a great development potential. Only the rural human resources development, can our country be able to shift from populous country for people power.

**The Loss of China's Rural Human Resources**

Due to the low level of agricultural modernization in our country, many places still have the original human mode of agricultural production, agricultural mechanization level is low, and the development speed is slow. First of all, with the development of economy, the rapid development of secondary and tertiary industry in China, the rural urbanization process is accelerated, which makes a large number of rural surplus labor force transferring to towns, and lead to the expansion of rural population and urban population gap, as shown in figure 1. According to the expert investigation, under normal circumstances, the farmer working 1 year higher than farming income at home 2-3 times, which is the direct cause of loss of rural human resources. Secondly, the identity of the difference makes the rural talent into the city. Such as the characteristics of the household registration system in China makes the rural talent through enter a higher school, working, settled in the army and so on into city. Finally, the market economy can build an environment to have the knowledge and ability of talents in various forms into the city. The outflow of rural human resources makes the rural and urban imbalances, and lead to the pace of development slowed in the countryside.

![Figure 1. Nearly Five Years of Rural Population Flow.](image)

Note: data from the national bureau of statistics web site of the People's Republic of China.

**The Necessity of Human Resource Compensates Agriculture in Our Country**

**The importance of human capital on agriculture economic basis**

At present, China's steady economic growth can be stable in agricultural production, and can ensure the supply of agricultural products. In the first quarter of 2015, according to data in grain production for two consecutive years steps up 1.2 trillion kg, which increase farmers’ income than urban residents for five consecutive years. Countries continue to increase the support to food production this year. Market prices basically stable, and grain farmers have motivation. According to the national bureau of statistics of the more than 110000 farmers intention survey, the intention of rice planting area increased by 0.2%, wheat 0.7%, corn
1.9%. 2015 countries continue to increase support for food production, and market prices basically stable. The excess human resources in city appear to be the trend of the rural flow gradually, as shown in figure 2.

![Figure 2. In the rural population flow trend chart for five years.](image)

Note: data from the national bureau of statistics web site of the People’s Republic of China.

For quite a long period of time, especially “the 13th Five-Year Plan” period, the basic status of agriculture in national economy won't change, and in promoting economic growth, expanding employment, price stability, it is still do the unique and important role. On the one hand, the development of agriculture needs a large number of talents. In training talents and the introduction of talents must change, such as the past pay too much attention to improve the agricultural production, and pay more attention to the cultivation of agricultural human resource and agricultural sustainable development. This is mainly because, with the development of economy, the factors from the material capital to human capital gradually. Especially at present, the products of agricultural production has can't satisfy people's demand for food and raw materials, as the development of agriculture from traditional agriculture to modern agriculture development, human resource becomes an important resource. On the other hand, the importance of human capital for agriculture development has attracted the attention of more and more scholars. In transforming traditional agriculture, Theodore W. Schults suggests the importance of human capital to the development of agriculture. At this point, the human capital has experienced what Adam Smith once proposed “in social fixed capital, which can provide project of revenue or profits”. Adam Smith here will be treated equally, and human capital and material capital is the way of their investment profits. Locus points out that human capital is the important factors that affect the regional technical efficiency, and the source of economic growth due to the growth of human capital[3]. By studying these scholars’ point of view can be concluded that the status of rural human capital to a great extent, depends on agricultural labor productivity, and also affects the development direction of agriculture.

**Urban and rural dual structure is serious**

In the market economy, people is as “economic man”. According to the “herding effect”, the profit-driven determining the resources will always flow to where can get more profits, and human resources as a kind of special resources will flow to the same good regional environment development. In the process of human resource flowing would make some other resources flow, because the person is the main body of the allocation of resources. Also, compared with other industries, agricultural production cycle is long, risk, and low profit. In comparison with the various infrastructure of rural and urban poor, public service does not
reach the designated position, life and production of inconvenience, which prompt agricultural human resources flow to the cities, leading to the expansion of the urban and rural dual structure.

Urban and rural dual structure seriously restricts the rural social and economic development. To get rid of the backward situation in the rural economy, it must attach great importance to agricultural talent team construction, and strengthen the industrialization of talents cultivation, leading talent to agricultural inflows [4]. So it is necessary to face the reality of scarce of human resources in agriculture, such as talent nurturing in agriculture, encouraging agricultural and non-agricultural talent “feedback”, and promoting agricultural workers, so it can make sure the agriculture get sustained development.

It can be got by the figure 2, the back-feeding agriculture human resources, the urban-rural dual structure, and time should have such a relationship: over time, the financing of the human resource of a u-shaped curve. As shown in figure 3.

![Figure 3. Human Resources and Time.](image)

**Human Resources “Feedback” Agriculture Herding Effect and the Implementation of the Mechanism**

**From the perspective of the government**

For urban and rural dual structure of the problem, the key is to strengthen the training of rural human resources, set up the mechanism of the “feedback” of human resources, form the lasting appeal of talent. Therefore, and fully implement the party's 18 large and 18 fourth plenary session spirit, the CPC central committee and the state council decide to deploy the ascension of human capital, social capital, diffusion, as a link to a Shared, it will accelerate the establishment of a multi-level diversification home business pattern, fully arouse the enthusiasm for migrant workers and other personnel home business, and create more employment opportunities, which will speed up to cultivate new economic and social development. Therefore, the government in the cultivation of talents, should be improving the quality of talents “stock” at the same time, increase the quantity of talent “delta”, strengthen the “feedback” agriculture, and conduct energetically favorable treatment of regurgitation feeding talents[5].

In order to get rid of the backward situation in the rural economy, the government must attach great *importance* to agricultural talent team construction, strengthen the agricultural industrialization of talent training, and attract all kinds of talent to agricultural inflows. First
of all, it should build a long-term development and the cultivation mechanism on the current rural existing human resources. Stock of rural human resources is relatively large, the local government should timely find out the type of the agricultural development that it needs, to classify all kinds of talent training, cultivate learning-oriented countryside, establish lifelong learning mechanism, dig the potential of local human resources, and improve the quality of the “stock”, which can make it all together for the development of agriculture. Second, it can make a blueprint for the agricultural development, reasonable allocate resources such as land distribution, and take the path of agricultural intensification, which will increase the number of rural talent “delta”. Third, it is necessary to improve the basic rural public life safeguard mechanism and the construction of infrastructure, so as to make life “feedback” rural human resources, children education, medical care, pension, etc. This is also helpful for sustainable become prosperous.

**From the enterprise perspective**

In the investment, it is better for enterprises to change concept, and realize the potential of agricultural development. Only do that can help enterprises consider the advantages of rural, for example, “the 13th Five-Year Plan” put forward the development idea of “green”, which become the pronoun of development of green environmental protection, involving many national guidelines related preferential policies. Also it can give full play to the advantages of rural itself, such as melon and fruit production base, which can take to achieve revenue for the enterprise. With the development of agricultural industrialization, specialization, farmers will also be more cohesive, which requires enterprises do more to farmers on the basis of the relevant knowledge, and technical training, which will be the formation of “enterprise + peasant household”, “enterprise + base + farmers”, “enterprise + school + peasant household” and so on, so as to improve the quality of rural talent “stock”, and realize agricultural modernization, scale. When the existing enterprise development become a certain scale of the enterprise, especially after becoming a leading enterprise, it will attract more people home employment, forming the shepherd effect of the feedback of human resources.

**From the family Angle**

It is the most basic of family education for talent training, which is the most basic investment. For children, from birth to formally entering the society, the growth of the most basic education is from parents. So the family education on the basis of talent training phase should assume responsibility. On the one hand, family education can change ideas. Due to rely on labor to improve agricultural production mode, it has not adapted to the needs of the development of modern agriculture economy. They must transform the investment demand from labor to the talents cultivation, education investment. So it can rely on the improvement of human capital value to drive the improvement of agricultural production. Because of the uncertainty of future human capital appreciation, it is false to giving up to the cultivation of talents. On the other hand, the government, enterprise can give the support of basic education and technical skills, such as financial investment and subsidies. Only do it on the thought and action, can it get the ability to the cultivation of talents, the number of rural people accepting education will gradually increase, and achieve sustainable poverty alleviation to become rich.

**From the perspective of education**

Agricultural modernization rely on the modernization of education. Education, especially higher education, should be with “accurate poverty alleviation”. It is an opportunity to set up
professional and practical technology for agricultural development. So it is necessary to increase the proportion of rural students, which return to the countryside after graduation. Conditional colleges and universities, for example, can set “rural construction college”, academic and non-academic education, and combine the long-term and short-term training, so as to cultivate specialized agricultural talents. To improve the quality of the rural population, education has an irreplaceable role. Chairman MAO once said: in rural areas it is a broad heaven and earth, there is many things to do. This sentence, in today seems very suitable for today's agricultural development reality in China.

On a personal perspective

In the process of China's economic and social development, the farmers from the countryside to cities, from farmers to workers, the urban population is increasing and the rural population is declining. This is the inevitable trend of urbanization. When the urbanization get a certain degree, the number of engaged in agricultural production will recover. Of course, at this time of the rural population, it is no longer a single “peasant”, but agricultural workers. It is that we talked about the human resource compensates agriculture. Therefore, after the urbanization, the back-flow rural human resources will be inevitable. Quite a number of agricultural population was born in rural or urban. In the process of urbanization, it is bound to return to the countryside, and engaged in agricultural production. Of course, the “agricultural production” here is a general concept, not only refers to food production, but the big agriculture including farming, tourism, etc. Therefore, as individuals, to prepare to the countryside to develop broad market, should be a kind of strategic choice. First, to the age of urbanization, migrant workers have not enough work to do, and also don't have much profit to be made, because industry especially in the construction industry through the transformation and upgrading. It doesn't need more migrant workers like today. Second, the migrant workers return to the countryside, which is not only beneficial to the agricultural development and economic development, but also to care for the elderly and education of children. Human resource compensates agriculture herding effect, according to the figure 3 schematic diagram. With the requirement of agricultural modernization, especially the precision requirements for poverty alleviation, the change trend is inevitable.

Summary

Herding effect of human resource's back-feeding agriculture has the positive significance. First of all, it can lead to more resources into the “three rural” construction. Because in the process of talent flow, it can drive a lot of resources into the construction of agriculture, rural areas, such as capital, technology, information, etc, which produce the “multiplier effect” of human resources; Second, it can make the rational distribution of resources. The feedback of human resources can make social resources allocate reasonably, which will contribute to build a new socialist countryside. Finally, it contributes to China's economy. Because agriculture is the foundation of the Chinese economy, there is no the modernization of agriculture, and it is far from comprehensive modernization. So the feedback of human resources is beneficial to solve the problem of agricultural modernization. Also if agricultural gets development, it is conducive to China's rapid economic development as a whole.
References