

# Research on the Path of Innovation and Entrepreneurship Education in Hubei Province's Universities for Rural Revitalization Strategy

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**Abstract:** In the rural revitalization strategy, innovation and entrepreneurship education in universities in Hubei Province plays a significant role. By implementing innovative education, students' innovative spirit and capabilities are cultivated, enabling them to adapt to and actively participate in the needs of rural revitalization. Simultaneously, innovation and entrepreneurship education contribute to rural areas by promoting technological innovation to address practical problems and providing technological support. Furthermore, establishing entrepreneurial platforms, guiding and supporting students in returning to their hometowns for entrepreneurship, also promotes rural economic development.

**Keywords:** Universities; Innovation and Entrepreneurship; Rural Revitalization; Development Path

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## 1. Policy Basis of Innovation and Entrepreneurship Education in Hubei Province's Higher Education Institutions

The Hubei provincial government actively promotes the policy concept of "mass entrepreneurship and innovation" and is committed to reform and innovation, adhering to the principle of seeking truth from facts and market-oriented approaches. The objective is to optimize the environment for innovation and entrepreneurship, stimulate social vitality, and promote sustained and healthy economic and social development. The formulation and implementation of the innovation and entrepreneurship education policies in Hubei Province's higher education institutions are carried out in this context.

The Chinese government has emphasized the policy concept of "mass entrepreneurship and innovation" since 2014, aiming to promote sustained economic development through innovation and entrepreneurship. This policy concept was first proposed by Premier Li Keqiang at the Summer Davos Forum in September 2014 and further emphasized during the National People's Congress and the Chinese People's Political Consultative Conference in 2015. It has been described as one of the "twin engines" driving China's economic progress. This concept is essentially part of China's strategy for innovation-driven development and an important approach to deepening supply-side structural reforms. It reflects the global recognition of innovation and entrepreneurship as drivers of economic development. Guided by this policy concept, the innovation and entrepreneurship education policies in Hubei Province's higher education institutions have been comprehensively promoted.

To implement this policy, the Ministry of Education, the government, and various universities jointly hosted the first "Internet Plus" Innovation and Entrepreneurship Competition for college students in 2015. The competition, successfully held at Jilin University, aimed to deepen comprehensive reforms in higher education and stimulate students' creativity and entrepreneurial spirit. The successful organization of the competition enhanced students' innovation and entrepreneurship capabilities and delivered a large number of high-quality talents with innovation spirit and entrepreneurial abilities to society.

Subsequently, the competition has been successfully held for seven consecutive sessions, forming an operational mechanism of "promoting education, promoting learning, and promoting entrepreneurship through competition." The competition not only encourages an atmosphere of innovation and entrepreneurship but also promotes educational reforms to better cultivate talents in innovation and entrepreneurship. In 2019, the fifth "Internet Plus" Innovation and Entrepreneurship Competition for college students added a vocational education track, further promoting the reform of innovation and entrepreneurship education in the field of vocational education. Hubei Province's higher education institutions have carried out in-depth reforms and exploration in the concepts, systems, curriculum frameworks, and educational models of innovation and entrepreneurship education. The implementation of these reform measures has significantly improved the level of innovation and entrepreneurship education in Hubei Province's higher education institutions.

## **2. Value Orientation of Innovation and Entrepreneurship in Hubei Province's Universities for Rural Revitalization**

### **2.1 Cultivating talents with innovative thinking and practical abilities**

Hubei Province's universities serve as the main training grounds for the skills and knowledge needed for rural revitalization. Through the implementation of innovation and entrepreneurship education, universities create an environment that nurtures innovative thinking and entrepreneurial capabilities. Students not only acquire professional knowledge and skills but also develop practical abilities and an entrepreneurial spirit. Such talents can meet the demand for new talents in rural revitalization and promote the economic development of rural areas.

### **2.2 Providing research and technological innovation support**

Hubei Province's universities have accumulated profound expertise in research and technological innovation, which can provide technical support and services for rural revitalization. They can contribute by developing new agricultural technologies, offering technical consultation and services to help improve agricultural productivity and product quality in rural areas, thereby promoting rural economic development and modernization.

### **2.3 Inspiring students' entrepreneurial spirit**

Hubei Province's universities can foster students' entrepreneurial spirit and abilities, encouraging them to return to rural areas and initiate entrepreneurial projects, thereby driving rural economic development. Additionally, universities can establish entrepreneurship incubators, provide entrepreneurial guidance and financial support to assist students in successful entrepreneurship and positively impact the rural economy.

### **2.4 Participating in rural public service projects**

Hubei Province's universities can directly contribute to rural revitalization by engaging in community service. For example, they can organize students to participate in public service projects in Mulan Township, Huangpi District, Wuhan City, helping improve rural infrastructure and public services, and supporting the comprehensive development and revitalization of rural areas.

### **2.5 Inheriting and developing rural culture**

Hubei Province's universities can contribute to rural revitalization by inheriting and developing the traditional rural culture through education and research. They can conduct research on rural culture, inherit and protect rural cultural heritage, enrich the connotation of rural culture, enhance the cultural soft power of rural areas, and promote comprehensive rural revitalization.

### **3. Exploration of the Role of Innovation and Entrepreneurship Education in the Development of Hubei Province's Rural Revitalization Strategy**

#### **3.1 Implementing Innovation Education: Igniting New Momentum for Rural Revitalization**

In the rural revitalization strategy, universities in Hubei Province play a crucial role. As centers for talent development, universities need to inject new vitality into rural revitalization through innovation education. Firstly, universities should integrate the cultivation of innovative spirit and entrepreneurial abilities into education to foster students' innovative thinking and problem-solving skills. This can be achieved by offering innovative entrepreneurship courses related to rural revitalization, such as agricultural technology innovation, rural community development, and rural cultural heritage, providing students with the knowledge and skills needed to address practical rural issues. Additionally, organizing innovation and entrepreneurship competitions centered around rural revitalization can encourage students to apply their knowledge and propose innovative solutions, thereby nurturing their hands-on abilities and problem-solving skills.

#### **3.2 Promoting Technological Innovation: Advancing Agricultural and Rural Modernization**

Agricultural and rural modernization is a key objective of the rural revitalization strategy. Universities can leverage their advantages in technological innovation to address specific rural issues and provide technological support to tackle challenges in rural revitalization.

Specifically, universities can organize teachers and students to conduct targeted research on technological innovation in areas such as farming, animal husbandry, and processing in rural areas. For example, optimizing cultivation techniques to increase agricultural productivity and quality, developing new breeding technologies to enhance efficiency and environmental sustainability, and creating new processing technologies to increase the added value of agricultural products. These technological innovations can be directly applied in rural areas, promoting improvements in agricultural production efficiency and advancing agricultural and rural modernization.

Furthermore, universities can establish close cooperation with rural areas, integrating research work with the practical needs of rural communities. For instance, collaborating with rural enterprises to transform research findings into practical production techniques or working with farmers to understand their needs and provide targeted technical consultations and services. Through these means, universities can ensure that their research work directly serves rural revitalization, thereby facilitating the advancement of agricultural and rural modernization.

#### **3.3 Building Entrepreneurship Platforms: Empowering Students to Drive Rural Revitalization through Innovation**

The realization of rural revitalization relies on the infusion of fresh blood and the driving force of innovation. Universities can leverage their strengths in entrepreneurship education to establish entrepreneurship platforms, guiding and supporting students who aspire to start businesses in their hometowns. This, in turn, promotes economic development and social progress in rural areas.

Universities can establish entrepreneurship incubators, entrepreneurial bases, and other platforms to provide students with the necessary resources and services for entrepreneurship, including guidance, financial support, and market information. These platforms not only help students realize their entrepreneurial dreams but also encourage them to return to rural areas to start businesses, thus driving the economic development and social progress of rural communities.

In conclusion, universities in Hubei Province play a crucial role in the rural revitalization strategy. Through implementing innovation education, promoting technological innovation, and building entrepreneurship platforms,

universities inject new vitality into rural revitalization, advance agricultural and rural modernization, and contribute to the successful implementation of the rural revitalization strategy.

## **4. Conclusion**

In the implementation of the rural revitalization strategy, innovation and entrepreneurship education in universities in Hubei Province plays a significant role. The extensive coverage of academic disciplines and abundant academic resources in universities provide valuable support for rural revitalization. By offering technological and talent support, universities can actively participate in rural revitalization and guide students to get involved, achieving dual development for both rural areas and students. Therefore, it is of great significance to further leverage the advantages of universities, enhance innovation and entrepreneurship education, and provide sustained momentum and support for the rural revitalization strategy. To achieve this goal, it is recommended to strengthen cooperation and communication between universities and rural areas, establish close collaborative relationships, and jointly explore innovative entrepreneurship models and solutions suitable for rural revitalization. Only through the active participation and support of universities can the rural revitalization strategy achieve more significant results and realize sustainable economic and social development.

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