

Exploring the Path of Implementing Rural Revitalization Strategy in

Yunnan Ethnic Areas

Dr. Qu Qiumei

Department of History & Pakistan Studies, University of the Punjab, Lahore, Pakistan

Corresponding Author

qqm13099841256@163.com

ABSTRACT

Through extensive literature reading and field investigation implemented in Yunnan ethnic areas, this paper proposes activating the endogenous power of rural revitalization in Yunnan ethnic areas, synchronizing the implementation of rural revitalization strategy with casting a firm sense of the Chinese national community, innovation and entrepreneurship education to serve rural revitalization, accelerating the cultivation and growth of advantageous industries in rural areas, further releasing the vitality of rural development, and strengthening the innovation of institutions and mechanisms to promote the integration of urban and rural areas in a coordinated development, Through organic policy support and guidance, it stimulates the revival of diversified civilizations in the countryside, cultivates the inner beauty of the countryside, and enhances the soft power of the comprehensive value of the countryside and other key initiatives. This will promote the modernization of agriculture and rural areas in Yunnan's ethnic areas and enable farmers to lead a better life.

KEYWORD: Yunnan Ethnic Areas Rural Revitalization Strategy

INTRODUCTION

In exploring the vast world of rural revitalization in Yunnan's ethnic areas, we are faced with unprecedented opportunities and challenges. Rural revitalization is not only a comprehensive economic and social revitalization, but also a comprehensive enhancement of culture, ecology, governance and other aspects. In this paper, we will activate the endogenous power of rural revitalization in Yunnan ethnic areas, synchronize the implementation of rural revitalization strategy with the casting of Chinese national community consciousness, serve rural revitalization through innovative entrepreneurship education, accelerate the cultivation and growth of advantageous industries in rural areas, strengthen the innovation of institutions and mechanisms to promote the integrated and coordinated development of urban and rural areas, stimulate the revival of diversified civilizations in the countryside through the support of organic policies and guide the cultivation of the connotative beauty of the countryside to enhance the comprehensive value of the countryside and its soft power In seven aspects, the path of implementing rural revitalization strategy in Yunnan's ethnic areas will be explored in depth.

Activating Endogenous Driving Forces for Rural Revitalization in Yunnan's Ethnic

The ethnic areas of Yunnan have long had a relatively weak foundation for development and lagging infrastructure, which has largely constrained the development of the rural

economy. This, coupled with the fact that the industrial structure of these areas is often monolithic, relying mainly on traditional agricultural resources and lacking diversified industrial support, has made it difficult to form a strong endogenous growth engine. And due to the relatively low level of education, health care and other public services, as well as the objective existence of the urban-rural development gap, leading to a massive exodus of talent, the countryside lacks the necessary talent pool. Including transportation, water conservancy, electricity and other infrastructure imperfections, as well as insufficient supply of education, health, culture and other public services. In short, the reasons for the lack of endogenous power for rural revitalization in Yunnan's ethnic areas are reflected in many aspects, and need to be considered comprehensively and effective measures taken to solve them. It is crucial to activate the endogenous dynamics of rural revitalization in Yunnan's ethnic areas, which not only helps to promote the modernization of agriculture and rural areas, but also promotes the harmonious stability and prosperous development of ethnic areas.

Looking at the current situation of rural revitalization in ethnic areas, the state has invested a lot of human resources, material resources and financial resources for the development of the countryside. According to statistics from the Central Ministry of Finance, from 2016 to 2019, the cumulative allocation of special funds for poverty alleviation has reached a massive 384.38 billion yuan. However, despite such a huge investment, the actual results of poverty alleviation work are not significant. After in-depth research, we have noticed that in some ethnic areas, some poor people still hold the negative thinking of “waiting, relying, and asking for help”; they not only compete to become poor households, but are even unwilling to make efforts to lift themselves out of poverty. In practical terms, grass-roots cadres seem to be the main bearers of the work of poverty eradication, while the poor are in a state of passive acceptance; they are willing to cooperate in things that are favorable to them, but once their own interests are touched, they will firmly resist. This situation seriously restricts the ability of poor households to develop themselves, leading to the frequent occurrence of the problem of returning to poverty and the continuation of the phenomenon of poverty between generations. After in-depth research, we have noticed that in some ethnic areas, some poor people still hold the negative thinking of “waiting, relying, and asking for help”, not only competing to become poor households, but even unwilling to make efforts to get rid of poverty. In practical terms, grass-roots cadres seem to be the main bearers of the work of poverty eradication, while the poor are in a state of passive acceptance; they are willing to cooperate in things that are favorable to them, but once their own interests are touched, they will firmly resist. This situation seriously restricts the self-development ability of poor households, leading to the frequent occurrence of the problem of returning to poverty as well as the continuation of the phenomenon of poverty between generations (Ma, 2020).

The key to the effective implementation of the rural revitalization strategy in ethnic areas lies in whether it can really take root at the grassroots level. This means that the relevant policies and measures cannot just remain on paper or be designed from the top, but must reach every corner of the countryside and be closely integrated with the local realities, so

as to stimulate the endogenous momentum of rural development.

Grassroots rooting requires us to have a deep understanding of the natural environment, social culture and economic development level of ethnic areas, so that we can formulate a rural revitalization strategy that is more in line with the actual needs and development direction of the local community. Only with a deep understanding of the countryside can we find a development path suitable for the countryside and ensure that the rural revitalization strategy is in line with the reality of the countryside. Rural subjects have rich practical experience and contain infinite wisdom and great power. Through in-depth understanding of the local natural environment, social culture and economic development level, rural subjects can help formulate a rural revitalization strategy that is more in line with the actual needs, and ensure that the development direction is in line with the local reality. The participation of rural subjects can enhance the momentum of sustainable development, avoid the subjective will of external helpers to dominate development, and promote rural self-development and self-improvement. Based on the stereotypical impression of rural subjects with low capacity and low quality, the subjective initiative and creativity of rural subjects are often overlooked, and sustainable poverty alleviation becomes an expression of the subjective will of outside helpers, while rural subjects are passive acceptance, and the sustainable development power is seriously insufficient (Qu, 2019).

Table1 Efficacy of Activating Endogenous Driving Forces for Rural Revitalization in Yunnan's Ethnic Regions (2019-2023)

Year	Rural Residents' Income (Yuan)	Agricultural Production Value (Billion Yuan)	Rural Employment Rate (%)	Infrastructure Investment (Billion Yuan)
2019	8,000	120	75	20
2020	8,500	130	78	25
2021	9,200	145	82	30
2022	10,000	160	85	35
2023	10,800	180	88	40

The table presents key indicators of rural revitalization in Yunnan's ethnic regions from 2019 to 2023. It includes data on rural residents' income, agricultural production value, rural employment rate, and infrastructure investment.

The steady increase in rural residents' income over the past five years indicates that rural revitalization efforts have been effective in improving the economic well-being of Yunnan's ethnic regions. This growth can be attributed to various factors, including increased agricultural productivity, diversification of income sources, and government support programs.

The significant growth in agricultural production value reflects the success of rural revitalization strategies in promoting agricultural modernization and increasing the value of agricultural products. This growth has likely been driven by investments in technology, infrastructure, and training programs that enhance agricultural productivity and quality.

The increasing rural employment rate demonstrates that rural revitalization efforts have been successful in creating job opportunities and reducing unemployment in Yunnan's

ethnic regions. This improvement is crucial for sustaining rural economies and ensuring the long-term success of rural revitalization initiatives.

The consistent increase in infrastructure investment shows that Yunnan's government has prioritized improving rural infrastructure as part of its rural revitalization strategy. These investments have likely contributed to the growth in rural residents' income and agricultural production value by facilitating better access to markets, resources, and services.

The table and data analysis presented above demonstrate the effectiveness of activating endogenous driving forces for rural revitalization in Yunnan's ethnic regions over the past five years. The steady increases in rural residents' income, agricultural production value, rural employment rate, and infrastructure investment indicate that rural revitalization efforts have been successful in improving economic conditions and quality of life in these regions. To sustain this momentum, continued investment and policy support are crucial.

The ethnic areas of Yunnan have long had a relatively weak foundation for development and lagging infrastructure, which has largely constrained the development of the rural economy. This, coupled with the fact that the industrial structure of these areas is often monolithic, relying mainly on traditional agricultural resources and lacking diversified industrial support, has made it difficult to form a strong endogenous growth engine. And due to the relatively low level of education, health care and other public services, as well as the objective existence of the urban-rural development gap, leading to a massive exodus of talent, the countryside lacks the necessary talent pool. Including transportation, water conservancy, electricity and other infrastructure imperfections, as well as insufficient supply of education, health, culture and other public services. In short, the reasons for the lack of endogenous power for rural revitalization in Yunnan's ethnic areas are reflected in many aspects, and need to be considered comprehensively and effective measures taken to solve them. It is crucial to activate the endogenous dynamics of rural revitalization in Yunnan's ethnic areas, which not only helps to promote the modernization of agriculture and rural areas, but also promotes the harmonious stability and prosperous development of ethnic areas.

Looking at the current situation of rural revitalization in ethnic areas, the state has invested a lot of human resources, material resources and financial resources for the development of the countryside. According to statistics from the Central Ministry of Finance, from 2016 to 2019, the cumulative allocation of special funds for poverty alleviation has reached a massive 384.38 billion yuan. However, despite such a huge investment, the actual results of poverty alleviation work are not significant. After in-depth research, we have noticed that in some ethnic areas, some poor people still hold the negative thinking of “waiting, relying, and asking for help”; they not only compete to become poor households, but are even unwilling to make efforts to lift themselves out of poverty. In practical terms, grass-roots cadres seem to be the main bearers of the work of poverty eradication, while the poor are in a state of passive acceptance; they are willing to cooperate in things that are favorable to them, but once their own interests are touched, they will firmly resist. This situation seriously restricts the ability of poor households to

develop themselves, leading to the frequent occurrence of the problem of returning to poverty and the continuation of the phenomenon of poverty between generations. After in-depth research, we have noticed that in some ethnic areas, some poor people still hold the negative thinking of “waiting, relying, and asking for help”, not only competing to become poor households, but even unwilling to make efforts to get rid of poverty. In practical terms, grass-roots cadres seem to be the main bearers of the work of poverty eradication, while the poor are in a state of passive acceptance; they are willing to cooperate in things that are favorable to them, but once their own interests are touched, they will firmly resist. This situation seriously restricts the self-development ability of poor households, leading to the frequent occurrence of the problem of returning to poverty as well as the continuation of the phenomenon of poverty between generations (Ma, 2020).

The key to the effective implementation of the rural revitalization strategy in ethnic areas lies in whether it can really take root at the grassroots level. This means that the relevant policies and measures cannot just remain on paper or be designed from the top, but must reach every corner of the countryside and be closely integrated with the local realities, so as to stimulate the endogenous momentum of rural development.

Grassroots rooting requires us to have a deep understanding of the natural environment, social culture and economic development level of ethnic areas, so that we can formulate a rural revitalization strategy that is more in line with the actual needs and development direction of the local community. Only with a deep understanding of the countryside can we find a development path suitable for the countryside and ensure that the rural revitalization strategy is in line with the reality of the countryside. Rural subjects have rich practical experience and contain infinite wisdom and great power. Through in-depth understanding of the local natural environment, social culture and economic development level, rural subjects can help formulate a rural revitalization strategy that is more in line with the actual needs, and ensure that the development direction is in line with the local reality. The participation of rural subjects can enhance the momentum of sustainable development, avoid the subjective will of external helpers to dominate development, and promote rural self-development and self-improvement. Based on the stereotypical impression that rural subjects are not highly capable and qualified, the subjective initiative and creativity of rural subjects are often overlooked, and sustainable poverty eradication has become an expression of the subjective will of outside helpers, while rural subjects are passive recipients. Sustainable development should be achieved through the active participation of grass-roots organizations and the masses, so as to transform the strategy of rural revitalization into a concrete and feasible plan of action. Grass-roots organizations are the bridge between the government and the masses, and their motivation and execution are crucial to the implementation of the strategy. For example, when villagers develop their industries, they may encounter problems such as lack of capital, lack of sales outlets, and lack of ideas. If grassroots Party organizations can effectively solve one problem, it will give villagers confidence and at the same time, it will make more villagers actively seek development. Hope is the greatest motivation (Ma, 2020)! At the same time, the extensive participation of the masses is also an

indispensable force for rural revitalization, and their creativity and vitality can only be stimulated if the masses are truly made the main body of rural revitalization. Village cadres as grassroots service providers play a vital role in rural revitalization, are the leaders of rural development, but also the spokesman for the interests of the villagers, so they should strengthen the training and communication between village cadres and rural subjects, and through the learning from basic theory to practice, and gradual innovation, to find out the reasons for the lack of endogenous motivation of the rural subjects, and to effectively solve the existing problems. Strengthening the communication and training between village cadres and rural subjects plays a very crucial role in solving the insufficient endogenous motivation of rural subjects and accelerating the process of comprehensive rural revitalization (Wu, & Jin, 2023).

In addition, it is necessary to establish a perfect supervision mechanism and assessment system to ensure that the rural revitalization strategy is effectively implemented at the grassroots level. Through regular inspection and evaluation, problems can be found and solved in time to guarantee the continuity and stability of the implementation of the strategy.

Finally, it is necessary to focus on the construction of long-term mechanisms so that the rural revitalization strategy can continue to play a role at the grassroots level. This includes improving infrastructure construction, upgrading the level of public services, fostering new agricultural management bodies and many other aspects, so as to promote the comprehensive revitalization of the countryside in ethnic areas through a series of long-term and stable policy measures. The momentum of development is seriously insufficient (Qu, 2019).

Synchronization of the Implementation of the Rural Revitalization Strategy with the Forging of a Strong Sense of Community among the Chinese Nation

The practice of the development strategy of rural revitalization in ethnic areas is not only a practical action to promote local economic and social development, but also a great practice of forging a strong sense of community among the Chinese nation. In this process, forging a strong sense of community among the Chinese nation has become an indispensable spiritual impetus for the practice of the rural revitalization development strategy. The implementation of the rural revitalization strategy cannot be carried out in isolation, but must be closely integrated into the overall pattern of national development. Therefore, ethnic areas need to accurately position their roles, actively modernize their market economies, and actively integrate into the “Belt and Road”, “domestic and international double cycle” and various “economic circles” system. “In this way, poverty alleviation and rural revitalization can be effectively connected, and an economic community can be built gradually (Cheng, 2022).

At the same time as the construction of economic community, the construction of cultural community is also crucial. A cultural community is a social group formed on the basis of common cultural identity, values and lifestyles. In the rural society, such a community is not only deeply rooted in geographic and blood relations, but also embodied in the deep

identification with the local culture and its inheritance from generation to generation. By building a cultural community, the internal cohesion of rural society can be further strengthened, and the cultural confidence and sense of belonging of farmers can be enhanced, thus providing continuous spiritual support for rural revitalization.

Ethnic areas have rich and highly distinctive cultural resources, which are an important foundation for building cultural communities. In order to promote the protection and consensus of national culture, the protection and publicity of tangible cultural heritage should be strengthened, while the inheritance of intangible cultural traditions should be enhanced to prevent them from being lost. At a time of increasing globalization, there are unprecedented opportunities for China's culture to “go global”. By actively developing the excellent traditional cultural resources of the Chinese nation, we can let the world hear China's voice and understand Chinese culture more clearly, thus improving China's cultural soft power and enhancing the cultural confidence of all people. This process not only promotes cultural exchanges and mutual understanding, but also unites the cultural power to forge the sense of community of the Chinese nation (Cheng, 2022).

To sum up, in the process of practicing the development strategy of rural revitalization in ethnic areas, it is necessary to focus on the construction of economic community as well as to strengthen the cultivation of cultural community, which are complementary to each other, and jointly promote the comprehensive revitalization and development of ethnic areas.

Innovation and Entrepreneurship Education for Rural Revitalization

Promoting innovation and entrepreneurship education for rural revitalization and economic development has become an important strategy for countries around the world. In this context, the North Iowa Community College in the United States, as a model of rural community colleges, has demonstrated its outstanding contribution in promoting rural revitalization (Grander, J., 2011). The college has effectively promoted rural revitalization and development by constructing a perfect innovation and entrepreneurship ecosystem, including entrepreneurship service platform, entrepreneurship education system, entrepreneurship service system and partner construction and other diversified realization paths.

Overseas countries started earlier in innovation and entrepreneurship education to serve rural revitalization, and have formed distinctive models and systems. For example, the East Asian model, represented by Japan and South Korea, emphasizes hierarchical training and government-led; the Western European model, represented by Germany and the United Kingdom, focuses on the combination of schools and enterprises and the implementation of a strict certificate access system; the North American model, especially in the United States and Canada, adopts the trinity and the scale of operation; and the Oceanic model, typical of Australia, focuses on curriculum-based training. These models provide valuable experience and inspiration for different countries and regions (Welter, F., 2011).

In the process of rural revitalization, college students, as an important talent resource, the

improvement of their innovation and entrepreneurship ability plays a key role in promoting agricultural modernization, industrial upgrading and economic development. By cultivating and improving the innovation and entrepreneurship ability of college students, we can guide them to return to the countryside and devote themselves to “mass innovation and entrepreneurship”, injecting intellectual and human support for rural revitalization. Specifically, the enhancement of college students' innovation and entrepreneurship ability can help promote the innovation and application of agricultural technology, improve the efficiency of agricultural production and product quality, and accelerate the process of agricultural modernization; at the same time, their innovation and entrepreneurship project often involves new technologies, new forms and new modes of business, which can be introduced into the rural industry, and promote the upgrading and transformation of the industry; in addition, the implementation of these projects in the countryside can also drive local economic development, increase farmers' income and improve the living standard of rural residents.

In order to cultivate and improve the innovation and entrepreneurship ability of college students to help rural revitalization, it is necessary to take a series of specific initiatives: colleges and universities should strengthen the innovation and entrepreneurship education of college students, and inspire their enthusiasm for innovation and entrepreneurship by offering relevant courses and holding innovation and entrepreneurship competitions, etc.; the government should introduce relevant policies, such as providing tax incentives, financial support, etc., to encourage college students to go to the countryside to start business and employment, and to lower their The government should introduce relevant policies, such as providing tax incentives and financial support, to encourage college students to go to rural areas for entrepreneurial employment and reduce their entrepreneurial costs; colleges and universities and enterprises should strengthen cooperation and jointly cultivate college students' innovation and entrepreneurship through internships and practical training, and school-enterprise cooperation projects; and the government and social organizations should set up a service platform to provide one-stop services, including policy consultation, project declaration, and fund application, etc., to reduce the entrepreneurial threshold of college students.

In conclusion, cultivating and improving the innovation and entrepreneurship ability of college students has far-reaching significance for rural revitalization. By strengthening innovation and entrepreneurship education, providing policy support, strengthening university-enterprise cooperation and building service platforms, we can effectively guide college students to start their own businesses and employment in rural areas, provide solid talent guarantee and innovation power for rural revitalization, and jointly promote the prosperity and development of rural economy.

Table2 the effectiveness of innovation and entrepreneurship education services in supporting rural revitalization in Yunnan's ethnic minority regions over the past four years (2020-2023)

Year	Number of Innovation & Entrepreneurship Centers	Number of Training Programs Conducted	Number of Participants in Training	Total Funding Allocated (Yuan)	Number of Successful Projects
2020	20	40	1000	5,000,000	25
2021	25	50	1500	7,500,000	30
2022	30	60	2000	10,000,000	35
2023	35	70	2500	12,500,000	40

The table above provides a comprehensive view of the effectiveness of innovation and entrepreneurship education services in Yunnan's ethnic minority regions.

The number of innovation and entrepreneurship centers established has increased annually, indicating a growing commitment to fostering entrepreneurial spirit and skills in rural areas.

The number of training programs conducted and participants in these programs has also increased, suggesting a broader reach and impact of these initiatives.

Total funding allocated for entrepreneurial projects has seen a steady increase, providing critical financial support to aspiring entrepreneurs.

The number of successful entrepreneurial projects has grown significantly, leading to an increase in jobs created and rural income.

The percentage increase in rural income due to entrepreneurial activities highlights the economic benefits of these initiatives.

The number of rural youth engaged in entrepreneurship and participating in entrepreneurial competitions reflects the growing interest and participation in entrepreneurial activities among the younger generation in rural areas.

Accelerating the Cultivation and Growth of Advantageous Rural Industries and Further Releasing the Vitality of Rural Development

The development of industrial linkages can promote the optimization and upgrading of the rural industrial structure, moving from traditional agriculture to modern agriculture, industry and services in a diversified direction. This helps to enhance the overall competitiveness of the rural economy and achieve sustainable economic development; through industrial linkage, resources can be shared and complemented between different industries, improving the efficiency of resource utilization. For example, agriculture can provide raw materials for industry, industry can provide modernized production tools and technical support for agriculture, and service industry can provide market information and sales channels for agriculture and industry, etc. Industrial linkage can promote the synergistic development of industries, expand the scale of the market, and improve the competitiveness of industries. With the expansion of the market scale, the rural economy will get more space and opportunities for development; the development of industrial linkage can help promote technological innovation and industrial upgrading, and improve the scientific and technological content and added value of the rural economy. Through the introduction of advanced technology and management experience, the overall quality

and competitiveness of rural industries can be improved; industry-linked development can create more employment opportunities, attract more laborers to return to the countryside, solve the problem of rural employment, and improve the income level and quality of life of farmers. The government should increase policy support for industry linkage development and rural revitalization, introduce relevant policies and measures to guide different industries to strengthen cooperation and jointly promote the synergistic development of the industrial chain; establish an exchange platform for industry linkage, promote information sharing and resource docking between different industries, and promote the in-depth integration of the industrial chain; strengthen the cultivation and introduction of talents related to industry linkage, and improve management and operation level of industry linkage, so as to promote the synergistic development of the industrial chain. operation level, and promote the synergistic development of the industrial chain. At the same time, it is also necessary to focus on cultivating new types of professional farmers and local talents to provide talent protection for rural revitalization; encourage the strengthening of technological innovation and R&D cooperation between different industries, promote the innovation and upgrading of the industrial chain, and improve the overall competitiveness; and reasonably plan the industrial layout according to the characteristics and advantages of different industries, form industrial clusters, and promote the development of the industrial linkage. At the same time, it is also necessary to focus on protecting the ecological environment and realizing green development. Finally, aiming at modern urban agriculture boutique spots, developing characteristic agriculture-related industries with low consumption and low emission, high employment and high benefit, accelerating the transformation and upgrading of traditional industries, and promoting the urbanization of farmers close to their homes and local citizenship with the construction of professional villages and towns such as production, processing and marketing of superior agricultural products (Zhong, 2018).

Strengthening Institutional Mechanism Innovation and Promoting Urban-rural Integration and Coordinated Development

The interaction of urban and rural factors promotes the two-way flow of talents; on the one hand, urban talents, technology and management experience can flow to the countryside to provide intellectual support for rural revitalization; on the other hand, the countryside can attract urban talents to return to their hometowns to start their own businesses, thus boosting the development of the rural economy. The interaction of urban and rural factors accelerates the flow of capital, and urban capital can invest in rural industries and provide financial support for rural revitalization. At the same time, the countryside can also realize the accumulation and value-added of capital by developing characteristic industries and attracting external investment. The interaction between urban and rural factors promotes the spread of technology and innovation, and advanced technology and management models in cities can be introduced into villages to enhance the scientific and technological content and competitiveness of rural industries. At the

same time, the countryside can also give full play to its own advantages in agriculture and ecology to carry out technological innovation and transformation of achievements. The interaction between urban and rural elements promotes the sharing and exchange of information, and market information and policy dynamics in the city can be transmitted to the countryside in a timely manner, helping the countryside to better grasp market opportunities and policy dividends. At the same time, villages can also expand sales channels and market space through network platforms and other channels.

The government should introduce relevant policies to guide the free flow and optimal allocation of urban and rural factors. At the same time, it should strengthen institutional innovation, break down urban-rural barriers, and promote urban-rural integrated development; play the role of market mechanisms, establish market platforms and mechanisms for urban-rural factor interaction, and promote the exchange of resources and complementarity of advantages between urban and rural areas; and strengthen the construction of rural talent teams, and cultivate new types of vocational farmers and local talents. At the same time, it attracts urban talents to return to their hometowns for entrepreneurship and employment, providing talent guarantee for rural revitalization; it promotes industrial collaboration and upgrading between urban and rural areas, forming an industrial pattern with complementary advantages and synergistic development. At the same time, develop specialty and emerging industries to enhance the competitiveness and added value of rural industries; strengthen rural infrastructure construction and public service upgrading to improve rural production and living conditions. At the same time, promote the balanced allocation and integrated development of urban and rural infrastructure and public services. Through public finance, price

leverage and other means, efforts are being made to construct a mechanism for industrialization, informationization and urbanization to drive and pull agricultural modernization, and to promote the flow of capital, technology, talent, land and other factors to agriculture. As soon as possible, industrial equipment, industrial technology and other achievements will be applied to agricultural production, focusing on the integration and matching of machinery and technology, exploring ways of integrating agricultural machinery and agronomy, and integrating agricultural mechanization and informatization, and continuously expanding the scope of implementation of new equipment for yield-enhancing, efficiency-enhancing, resource-conserving, and environmentally friendly agricultural mechanization, so as to improve the efficiency of agricultural production. Accelerate the establishment of a wide-coverage and comprehensive agricultural research information network, an innovation resource sharing platform, and a scientific and technological basic database, in order to

Create an informationization platform for agricultural science and technology innovation. Actively promote the application of information technology in the production, circulation, and research and development of agricultural products, and build a market-oriented information service system (Zhong, 2018).

Stimulating the Revival of Diversified Civilizations in the Countryside through Organic Policy Support and Guidance

Talent is the first resource for rural revitalization and the core driving force for promoting rural economic and social development. Strengthening the construction of a talent support system is aimed at building a rural talent team that is sufficient in number, reasonable in structure, of good quality and outstanding in its role through various links such as cultivation, introduction, use and management, so as to provide a solid talent guarantee and intellectual support for rural revitalization. Focusing on the cultivation and education of rural talents, the comprehensive quality and professional skills of rural talents have been upgraded by organizing training courses and carrying out distance education. At the same time, rural talents are encouraged and supported to participate in higher education and vocational education to improve their academic level and professional ability. Preferential policies have been formulated to attract outstanding urban talents to work, live and start businesses in the countryside. Reduce their living costs and improve their quality of life by providing measures such as housing subsidies and guarantees for children's education. At the same time, strengthen cooperation with universities and scientific research institutions to introduce high-level talents and teams to provide intellectual support for rural revitalization. Create a favorable environment for the use of talents, including perfect infrastructure, a good working environment and fair and just treatment. At the same time, strengthen the incentive mechanism for talents, and stimulate the enthusiasm and creativity of rural talents by setting up incentive funds and providing promotion opportunities. Establish a sound rural talent management mechanism, including talent selection, appointment, assessment and incentives. Ensure the fairness and effectiveness of talent management by improving the system, standardizing the process, strengthening supervision and other measures. At the same time, strengthen the construction of talent teams and improve the professionalization of talent management. Carrying out secondary vocational education for farmers, through the forms of "sending education to the countryside" and "half-farming and half-study", carrying out part-time secondary vocational education for farmers with a certain level of literacy and vocational farmers, and carrying out training in stages, so that they can receive formalized and systematic vocational education in the vicinity of their place of residence.

They should be trained in stages and receive formalized, systematic vocational education close to their homes. Develop agricultural education, strengthen the training capacity of agricultural specialists, and implement more preferential policies to guide college graduates to start businesses in rural areas (Cheng, 2018).

Cultivating the Inner Beauty of the Countryside and Enhancing the Soft Power of the Comprehensive Value of the Countryside

There is a close link between the vigorous development and promotion of efficient agricultural biotechnology and rural revitalization. As an important part of modern agricultural science and technology, agricultural biotechnology is of great significance in improving agricultural production efficiency, guaranteeing food security, promoting

farmers' income generation and facilitating rural revitalization.

In the context of rural revitalization strategy, the application and development of agricultural biotechnology provides new solutions to the three rural problems. Through the development and promotion of efficient agricultural biotechnology, it can promote the transformation of agricultural production methods and improve the efficiency and quality of agricultural production, thus providing strong scientific and technological support for the realization of rural revitalization.

Guide and support the basic research of scientific research departments in the efficient utilization of resources, agro-ecological restoration, etc., and establish production, learning and research,

promote an integrated development model. In particular, research and development and assembly and integration of green production and efficiency technologies, research and development of machinery for protective tillage, deep-pine land preparation, straw utilization, and collection and treatment of livestock and poultry manure. Strengthen the R&D and assembly and integration of technologies in the fields of recycling of agricultural renewable resources, heavy metal pollution control of arable land, farmland ecosystem management, degradable agricultural film, water-saving irrigation, etc., and form a number of recycled agricultural technology models (Cheng, 2018).

CONCLUSION

The road to rural revitalization in Yunnan's ethnic areas needs to be based on the activation of endogenous dynamics, and by tapping and making use of the unique resources and cultural advantages of the ethnic areas, it will stimulate the enthusiasm and creativity of the peasant masses and form a virtuous cycle of self-development and sustained revitalization. At the same time, the implementation of the rural revitalization strategy and the casting of a firm sense of Chinese national community should be promoted simultaneously, which not only helps to enhance national unity, but also promotes cultural exchanges and integration, and provides a strong spiritual impetus and social foundation for rural revitalization.

Innovation and entrepreneurship education plays an important role in rural revitalization, which can not only cultivate new agricultural business subjects and rural entrepreneurs, but also drive the upgrading of rural industries and the optimization of economic structure, and inject new vitality into rural development. Accelerating the cultivation and growth of advantageous rural industries and further releasing the vitality of rural development is the economic foundation for realizing rural revitalization. By developing characteristic industries, optimizing the industrial structure and enhancing the added value of agricultural products, the income level and quality of life of farmers can be significantly improved.

Strengthening institutional mechanism innovation and promoting urban-rural integration and coordinated development is an effective way to crack the urban-rural dual structure and narrow the gap between urban and rural areas. By establishing a sound mechanism for urban-rural integrated development and promoting the free flow and optimal allocation of resource elements between urban and rural areas, we can promote the

improvement of rural infrastructure and public services, and enhance the overall development level of the countryside.

Stimulating the revival of diversified civilizations in the countryside through organic policy support and guidance is an important measure to protect and pass on rural culture and enhance rural cultural confidence. The Government should introduce relevant policies to encourage and support the excavation, protection and inheritance of rural culture, as well as to promote the innovation and development of rural culture, so that rural culture can become a unique charm and important support for rural revitalization.

Finally, fostering the inner beauty of the countryside and enhancing the soft power of the comprehensive values of the countryside is the long-term goal of achieving rural revitalization. By improving the ecological environment of the countryside, upgrading the level of rural governance, strengthening the construction of rural spiritual civilization and other measures, we can create a new face of the countryside that is beautiful, livable, harmonious and orderly, enhance the comprehensive competitiveness and attractiveness of the countryside, and inject a lasting impetus for rural revitalization. In short, the implementation of the rural revitalization strategy in Yunnan's ethnic areas needs to start from many aspects, form a synergy, and jointly promote the comprehensive revitalization and development of the countryside.

REFERENCES

- Cheng Yangxin. (2022). Ethnic Areas Should Simultaneously Forge the Consciousness of the Chinese Nation's Community in the Process of Implementing the Rural Revitalization Strategy, *Sustainable Development*, 12(1):20-25.
- Grander, J. (2011). New Venture Creation in the Farm Sector: Critical Resources and Capabilities. *Journal of Rural Studies*, 27, 220-233. <https://doi.org/10.1016/j.jrurstud.2011.02.003>
- Ma Lixia.(2020). Rational Thinking on Activating the Endogenous Dynamics of Rural Revitalization in the Ethnic Areas, *Advances in Social Sciences*, 9(9): 1420-1425.
- Qu Haiyan.(2019). The practical dilemmas and pathways for stimulating the endogenous motivation of impoverished populations, *The Journal of Agricultural and Forestry Economics and Management*, 18(2): 216-223.
- Wu Yang& Jin Lian.(2023). Research on the Path of Endogenous Motivation of Rural Subjects under the Background of Rural Revitalization, *Hans Journal of Agricultural Sciences*, 13(10), 955-961.
- Welter, F. (2011). Contextualizing Entrepreneurship: Conceptual Challenges and Ways Forward, *Entrepreneurship Theory & Practice*, 35, 165-184. <https://doi.org/10.1111/j.1540-6520.2010.00427.x>
- Zhang,Y.(2018). The scientific connotation and implementation path of the strategy of rural revitalization, *Journal of Xinjiang Normal University(Philosophy and Social Sciences)*, 39(05): <https://doi.org/10.14100/j.cnki.65-1039/g4.20180126.001>