Study on the Strategy of “Double Innovation” Education in Universities to Serve Rural Development in the Context of Rural Revitalization

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Abstract
The rural revitalization strategy is an action plan based on the future development blueprint of the country. This blueprint requires colleges and universities to cultivate new talents that meet the requirements of the times, so as to serve China's rural revitalization plan, among which a large number of innovative and entrepreneurial talents are the key to ensure the smooth implementation of the rural revitalization strategy. In order to better complete the Implementation Opinions on Deepening the Reform of Innovation and Entrepreneurship Education in Institutions of Higher Learning, it is an important path to implement the overall construction of innovation and entrepreneurship education system in colleges and universities, and the four drivers are the mechanism guarantee. With the needs of rural revitalization as the goal, the "double innovation" education in colleges and universities should play a multi-dimensional value, insist on the value orientation of cultivating people needed by the society, establish the value tendency of serving the countryside, and cultivate students' sentiment of serving rural revitalization, so as to ensure the effective implementation of education goals.

Keywords
Rural revitalization, "Double creation" education, serving rural areas

1. Introduction
Innovation and entrepreneurship education in colleges and universities plays an extraordinary role in improving the leapfrog development of higher education and the development of students in all aspects as well as in social and economic construction (Guo Xinwei, Yu Bin, Yan Meiyuan, Guo Hui, Ren Junhu, Zhang Hanxia, & Zhang Zonggang, 2022). Innovation and entrepreneurship education in colleges and universities not only meets the requirements of sustainable development, but also is the core of the value orientation of "people-oriented" education development. We must coordinate the relationship between the development of education and social and economic development, and improve the system construction, platform construction and external environment of innovation and entrepreneurship education in accordance with the objective law of education development. Actively building innovation and entrepreneurship education in colleges and universities is a new model of national strategic policy.

The key to solve the problem is to actively integrate colleges and universities into local economic development. To build a local innovation and entrepreneurship education platform led by colleges and universities and integrate the resources of all parties can not only achieve a multi-win situation, but also be a feasible path for colleges and universities.
to promote innovation and entrepreneurship education under the new normal of economic development.

2. Research Value of "Double Innovation" Education in Colleges and Universities Serving Rural Development under the Background of Rural Revitalization

The study on the strategy of "double-innovation" education in colleges and universities to serve rural development in the context of rural revitalization is of great practical value.

2.1 Reflect and Summarize, and Provide the Basis for Improvement

In the context of rural revitalization, there are many modes and ways for universities to serve rural areas with "double innovation" education. Some universities set up innovation service teams for rural revitalization, carry out "Internet+" college students' innovation and entrepreneurship competition, carry out rural e-commerce entrepreneurship practice and agricultural products online marketing practice to help rural economic development. At the present stage, although colleges and universities have made some achievements in "dual innovation" education, the overall progress is slow and ineffective. The key reason is that colleges still do not know enough about "dual innovation" education and do not pay enough attention to it, and only stay in implementing documents with documents, meetings and talks, and not many effective entrepreneurial practice activities (Abu Lekham Laith, Wang Yong, Hey Ellen, & Lam Sarah S, 2020). With the in-depth deployment of rural revitalization strategy, the "dual innovation" education in colleges and universities needs to effectively serve the economic and social development of rural areas. At present, it is necessary to reflect on the realistic problems of "double innovation" education in colleges and universities, and study the strategies of "double innovation" education in colleges and universities to serve rural development in the context of rural revitalization, so as to provide reference for the improvement of "dual innovation" education in colleges and universities. The study will provide a reference basis for the improvement of "dual-innovation" education in colleges and universities.

2.2 Research Development Countermeasures and Provide Development Reference

Under the strategy of rural revitalization, colleges and universities need to think about how to integrate "double-creation" education with students' majors, so as to solve the problem that students are not strong in innovation and entrepreneurial ability, and how to integrate "double-creation" education into talent training objectives and training programs, and into the whole process of talent training. This paper explores how to integrate "dual-innovation" education into talent training objectives, training programs, and the whole process of talent training, and conducts comprehensive exploration and reform in various aspects such as professional curriculum design, innovation of "dual-innovation" education forms, and school-enterprise cooperation, so as to significantly improve the quality of talent training. Through the research of this paper, the development countermeasures will be studied in a targeted manner, which will provide reference for the innovative development of "double-creation education" in universities.

2.3 Educational Innovation Exploration to Serve the Revitalization Strategy

College innovation and entrepreneurship in the context of rural revitalization strategy to help rural revitalization is a new way, a new model and a new exploration, which is an inevitable product of the development of socialism with Chinese characteristics into a new period and an inevitable development trend in the future (Tonghua Yang & Qiaoxia Li, 2018). This study attempts to take President Xi's idea of rural revitalization strategy as a theoretical guide, and seeks to provide certain reference and basis for college education practice in further developing and improving farmers' innovation and entrepreneurship and rural development, and also seeks to promote farmers in the region to achieve substantial innovation, thus effectively solving students' employment problems.

3. The Main Problems and Causes of "Double Innovation" Education in Universities Serving Rural Development in the Context of Rural Revitalization

3.1 New Momentum of Rural Development is not Strong

The "rich poverty" has not yet been solved. With the transformation of the main social contradictions in China and the deepening of the structural reform on the supply side, the hidden resources in rural areas have an increasingly large value for exploitation (Laith Abu Lekham, Yong Wang, Mohammad T Khasawneh, & Ellen Hey, 2021). The "production capacity" of these resources has not been fully released, and the economic advantages have not been brought into play, and the "rich poverty" is still a difficult problem to break free from, which has become the biggest shackles of the new momentum of rural development.
3.2 Insufficient Subjective Innovation Drive

The subjective innovation drive of "double-creation" education in universities serving rural areas is not enough. The results of education synergy and effect differ according to the individual's mentality, qualification and learning ability. Theoretically, there are still misunderstandings among students, teachers, parents and even the society about what, how and for whom to train people for innovation and entrepreneurship education; institutionally, the curriculum of innovation and entrepreneurship education in colleges and universities is still immature in terms of how to integrate it into the whole process of college and extend it to the stage of graduation and entrepreneurship. How to cultivate students' social responsibility, innovation spirit and entrepreneurial ability to serve the countryside, and improve students' core competitiveness to educate people in the whole process is what needs attention. Under the strategy of rural revitalization, universities need to enhance the awareness and initiative of "dual innovation" education to serve the countryside.

3.3 The Degree of Integration is not High

The orientation of innovation and entrepreneurship education in colleges and universities is not very clear, and the goal of serving the rural revitalization strategy is basically not determined. On the one hand, the "dual-innovation" education in colleges and universities lacks a perfect theoretical framework and teaching system for rural revitalization, and on the other hand, the practical aspects of entrepreneurship in "dual-innovation" education in colleges and universities for rural revitalization are seriously inadequate, and there is a lack of practical activities combined with market operation. There is a lack of practical activities and market operation. Entrepreneurial practice is an important component of the innovation and entrepreneurship teaching system, and how to set it up reflects the strategic foresight of the theoretical framework of education (Zhen Longxia & Liang Wei, 2022). At present, the integration of "dual innovation" education with rural revitalization strategy in many universities is not high.

4. The Path of "Double-Innovation" Education in Colleges and Universities Serving Rural Development in the Context of Rural Revitalization

4.1 Double-creative Education in Colleges and Universities Cultivates Talents Needed for Rural Revitalization

The realization of rural revitalization strategy cannot be achieved without colleges and universities cultivating innovative and entrepreneurial talents for rural areas. Colleges and universities should pay attention to "double-creation" education to serve rural economic and social development and establish a talent training system corresponding to rural industries (Yuli Lu, Bisheng Wei, Xiaoming Wen, & Rui Lan, 2022). Based on the needs of rural industrial development, colleges and universities need to set up "double innovation" education curriculum and education system in a targeted manner, and strengthen cooperation with enterprises to cultivate talents needed by rural areas, so that the talents have knowledge and skills to serve rural talent revitalization and industrial revitalization, which can establish rural industrial development clusters and improve rural development efficiency.

4.2 Construct a Multi-corporate, Multi-directional Cooperative System

Therefore, colleges and universities need to work with local governments and agriculture-related enterprises to build a multi-faceted education model of "dual innovation", enhance students' awareness of serving the countryside, strengthen students' self-education and social practice and experience in the countryside, integrate innovation and entrepreneurship courses, professional courses and thinking and government courses, and build a cooperative system of red education, labor education and innovation and entrepreneurship education, so as to promote "dual innovation" education in colleges and universities to serve the revitalization of the countryside.

4.3 Organic and Synergistic Development of Innovation and Entrepreneurship Education and Labor Education

Labor education and innovation and entrepreneurship education have the same direction of nurturing people, spirit of nurturing, labor creation and practice. We should deepen the awareness of integrating labor education and innovation and entrepreneurship education; broaden the carrier to build a platform for integrating labor education and innovation and entrepreneurship education; identify the needs to deepen the mechanism of integrating labor education and innovation and entrepreneurship education; and make concerted efforts to create an environment for integrating labor education and innovation and entrepreneurship education. Education and teaching in rural areas is mainly based on the back-
ground of "double creation", with various forms of entrepreneurship training, and the organic combination of innovation and practice. For example, agricultural enterprises can provide technical guidance and product development to farmers according to their needs. The government should also invest more support and funds in the cultivation of talents for new business subjects, so as to promote the quality of farmers. Universities should actively guide students to participate in the construction of the "Internet+" action plan, and then inject new impetus into the development of rural areas, so that it can become a driving force for rural economic growth (Tang Bin, Zeng Zhenjian, & Xi Zhenhua, 2022).

4.4 Attach importance to the construction of "double innovation" tutors

In order to effectively support the development of rural revitalization strategy, colleges and universities should attach great importance to the construction of "dual-innovation" tutors to serve rural revitalization strategy and standardize the training of innovation and entrepreneurship tutors in colleges and universities. Entrepreneurship instructors should have solid professional knowledge of entrepreneurship management and deep analysis of social and economic problems and laws. We need to invite entrepreneurs and related experts who have rich experience in entrepreneurship to come in and share their entrepreneurial experiences with students in the form of seminars and presentations. The "double creation" refers to the attention and support of the government, universities and the community. The government should increase support to train outstanding teachers in rural areas, and encourage college students to actively participate in entrepreneurial practice activities. Colleges and universities should actively carry out innovative project construction and talent training. From the research of various academics, it has been found that China's rural revitalization strategy has formed a combination of "national financial allocation, school funding and enterprise participation" to promote the development of "dual innovation". Therefore, it is imperative to strengthen the cultivation of a high-quality talent team. First of all, we should establish a sound training mechanism for talents. By improving the vocational education system, we can improve the overall level of professional teachers. Secondly, we should pay attention to the optimal allocation of existing teachers, so as to meet the needs of "dual innovation" instructors in terms of quantity and quality.

5. Conclusion

In order to effectively support the development of rural revitalization strategy, colleges and universities should attach great importance to the construction of "dual-innovation" tutors to serve rural revitalization strategy and standardize the training of innovation and entrepreneurship tutors in colleges and universities. Entrepreneurship instructors should have solid professional knowledge of entrepreneurship management and deep analysis of social and economic problems and laws. We need to invite entrepreneurs and related experts who have rich experience in entrepreneurship to come in and share their entrepreneurial experiences with students in the form of seminars and presentations.

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