Entrepreneurship Training for Local Communities

—Practices and Perspectives on Entrepreneurship

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Favorable Policy Makers for Innovation

Provider of New Knowledge, Technology and Qualified Talents

University

Industrial Sectors

Government

Application of New Technology and Inflow of Specialized Talents

The Society is much complex than the biology itself!

(By Henery Etzkowitz, State University of Newyork; Loet Leydesdorff, University of Amsterdam, 1995)
Linkages between University & Local Community

- Outputs of Knowlegable Talents
- Science Park or Incubators
- Joint Research Centers
- University-derived Corporations
- Technology Transfer & Licensing
- Contract Research Programme
- Advisory Activities
On-campus Entrepreneurship Training Activities

- ZJU Entrepreneurship Park for Undergraduates and Graduates
- ZJU-Hangzhou Entrepreneurship College for Undergraduates
- Innovation and Entrepreneurship Training Project for College Students
- ZJU Future Entrepreneur Culture Project (Club)
- Entrepreneurship Training Projects earmarked by Funding Sources
- ZJU-UCLA Entrepreneurship Practice Summer Program
- Entrepreneurship Courses Tailored for College Students
Hangzhou Case  (Urban Community)

- Key Research Projects (80%)
- Invention Patents (80%)
- IT Industry Corporates (80%)
- Agricultural Projects or Companies (80%)
Joint Demonstration Zone for Rural Development
(Rural Community)

Out-reach Platforms:
ZJU Extension Center for Agriculture
ZJU-Huzhou Extension Union (1+1+N)
ZJU Agricultural Experimental Station
‘1+1+N’ Extension Mode

‘1’—ZJU Extension Specialists

‘1’—Local Extension Specialists

‘N’—Local Agro-companies or Farm-owners
First of its kind College designed for Rural Entrepreneurship in China.

Background:
1. Rapid Urbanization (land leisure)
2. Massive Outflow of manpower
3. Low Capacity of Rural Entrepreneurship
4. Urgent demand for rural sustainability
5. Incentives by central and local government
College Features

Affiliation: Local Vocational Technology College
Faculty: Local+ ZJU (Teachers+ Entrepreneurship Mentors)
Specialized Field: 11
Total Students: 595 in 2011; 1367 in total
Textbooks tailored for Rural Entrepreneurship Education
Serial Lectures on Entrepreneurship

- Seventy lectures held in 2011 on Entrepreneurship, management, Agrotechnology etc.
- 100 Menu Courses (Newly developed in 2011)
- 15 on-site Entrepreneurship Training Bases
Serial Lectures on Entrepreneurship
Focuses on Entrepreneurship Practices
Professional Master Degree Programme

Purpose for Entrepreneurship Promotion
### 农业推广硕士各专业方向课程表

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<td>自然辨证法、外国语、作物育种学、作物栽培学、耕作学、经济作物学、立体农业、绿肥栽培作物生产学、农学概论、土壤与作物学、作物科学进展、作物生理学、作物生理研究法</td>
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<td>园艺</td>
<td>自然辨证法、外国语、育种实验、花卉、花卉实验、蔬菜栽培、果树栽培、田间试验/虫害防治、气象实验、园艺植物虫害防治</td>
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<td>农业资源利用</td>
<td>自然辨证法、外国语、土壤学、植物营养与肥料、土地资源学、土壤分析、环境质量分析与监测、农业环境学、水土保持学、资源遥感与信息技术</td>
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<td>植物保护</td>
<td>自然辨证法、外国语、农业化学及应用、植物与植物生理、植物生态环境、作物生产技术、园艺作物生产技术、农业害虫防治、植物病害防治、植物化学保护技术、农药营销技术、农业企业管理、食品生物化学基础、试验统计方法</td>
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<td>养殖</td>
<td>自然辨证法、外国语、微生物学、鱼类学、鱼类养殖学、甲壳类与甲壳动物繁殖学、贝类学与贝类养殖学、藻类与藻类养殖学、饲科生物营养、水产医学概论</td>
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<tr>
<td>农村与区域发展</td>
<td>自然辨证法、外国语、农业概论、政治经济学、农业经济学、发展人类学、发展社会学、发展经济学、农村发展研究方法、农村发展设计</td>
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<tr>
<td>食品加工与安全</td>
<td>自然辨证法、外国语、食品化学、食品微生物、畜产品加工技术、园艺产品贮藏加工技术、食品营养价值控制、食品营养与卫生、食品检测技术、酿造工艺革新、粮油加工技术</td>
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<td>种业</td>
<td>自然辨证法、外国语、新农村建设和新农民素质教育、植物生产与环境、法律基础与农村政策法规、农业基础化学、植物病虫害防治与防治基础、作物生产技术、果树生产技术、水产蔬菜花卉贮藏保鲜技术、蔬菜生产技术、花卉生产技术、实用装饰园艺、中草药种植技术、农业生产经营管理</td>
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<td>种业</td>
<td>自然辨证法、外国语、农业推广理论与实践、农业科技与“三农”政策、农业传播技术与应用、农业信息化导论、农业信息化发展、农业信息化案例(案例研究)、农业信息获取与处理、农业应用系统开发、人工智能与网络、数据库原理与技术、农业信息技术、现代控制理论、农业产业化发展战略、农业现代化与可持续发展</td>
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Transfer the Entrepreneurship Training for Rural Community to the Democratic Republic of the Congo

- Demonstration Farm
- Skills adapted to local area
- Skills Training for Local People
- Management Experience with Small-scale Farm holders in China
Pressing Problems We are Facing in Entrepreneurship Training for Rural Community

- ‘Take a job’ rather than ‘make a job’
- Younger Generation tends to take a job in the city
- Less qualified manpowers for rural area
- Less favorable working environment
- Lack of well-informed educators (mentors) for entrepreneurship education, especially for rural community
- Lack of incentives on entrepreneurship training for rural community
- Favorable policies or resources are concentrated in urban community. Starting Money and Good Teachers Go to nowhere, but not to rural community!
Thanks for your attention!