

## Research Article

### New Management Strategy on Chinese Agriculture Production Issues: On the Aspect of New Generation of Leadership Group

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**Abstract:** This study aims to investigate the management on the agricultural production issues from the angle of in Chinese new generation of leadership group. At present, Chinese agriculture production issues have been received considerable attentions. The new Chinese leadership group has been just established recently. How to manage and handle the agriculture production issues is become the prior emergency for new Chinese leadership group. To solve this problem, this study presents a new management strategy on Chinese agriculture production issues with full consideration of point of view of new Chinese leadership group. One of the most representative problems of Chinese agriculture production issues, the employment problem of new generation peasant workers in China, has been comprehensively analyzed in this study. The current situation and features of the employment of Chinese new generation peasant workers have been introduced. The analysis results demonstrate that the low education level and violation on labor rights are the main causes to the unemployment of peasant workers in the agricultural production activities. Moreover, the other reasons to massive unemployment of peasant workers are analyzed, following the discussion and solution to this problem. For the first time, useful suggestions have been provided as references for new Chinese leadership group in managing the Chinese agricultural production issues.

**Keywords:** Chinese agriculture production issues, management, new Chinese leadership group

## INTRODUCTION

With the development of the reform and opening up policy of China, the economic has achieved high improvement while the agricultural production issues are still big challenge for the Chinese government (Sun, 2010). These problems become especially important at the moment of form of the new generation of the Chinese leadership group. People and scholars will pay much attention on how the new generation of the Chinese leadership group manages the agricultural production issues in this new period (Cui *et al.*, 2012).

One of the most representative problems of Chinese agricultural production issues is the employment problem of new generation peasant workers in China (Liu, 2005). New generation of migrant workers gradually grows as a new type of labor force in labor market and has now grown to be the main body of modern industrial workers in China (Li, 2011). After the Two Sessions of Chinese government in 2010, the vice director of central rural work leading group office, Mr. Tang pointed that that the new generation of migrant workers is represented by young people between 16 and 25 years old (Li, 2011). They account for a large proportion of migrant workers in the whole 150 million migrant workers and their employment situation is not good. Entering the new century, however, in the course of new generation of migrant

workers the employment problem is becoming more and more prominent; the phenomena of "labor shortage" and "the tide of migrant workers" appear from time to time (Zheng, 2005). Hence, it is urgent to pay more attention to the employment problem of new generation peasant workers. Although some work has provided constructive solutions to this problem (Zhou and Zeng, 2011), very limited work has been done to address the management strategy on the employment problem of new generation peasant workers from aspect of Chinese new leadership group.

In order to investigate the management on the agricultural production issues from the angle of in Chinese new generation of leadership group, this study presents a new management strategy based on the analysis of reasons to massive unemployment of peasant workers. For the first time, useful suggestions have been provided as references for new Chinese leadership group in managing the Chinese agricultural production issues.

## THE CURRENT PROBLEMS TO AGRICULTURE WORKS

**The education status:** The education level and individual comprehensive quality of the new generation of migrant workers is higher than that of the older generation of migrant workers. Owing to the proposal

and approval of strategy on science and education promotion, the education investment of China is gradually increased in these years, especially in the vast rural areas. The government gave people a great support in money and policy, greatly improving the education level of rural population in China. In 2012, according to data from the national bureau of statistics (Zhou and Zeng, 2012), 26% of the new generation of migrant workers has accepted high school education between 25 to 30 years old. This number increases to 31.1% between 21 to 25 years old, higher than 7.6% of the overall level of migrant workers. Compared to 2008, only 10% of the migrant workers have accepted high school education according to the second national agricultural census. In addition, the new generation migrant workers receive vocational training as much as 36.9, 14% higher than the older generation of migrant workers. Therefore, the new generation of migrant workers on the education level and personal qualities are far stronger than the older generation of migrant workers.

**The number status:** The proportions of new generation of migrant workers in the manufacturing and the third industry have increased in recent years. The older generation of migrant workers showed some deficiencies, including little rights protection consciousness, incorrect positive view of Law System, etc. (Liu, 2005). However, with the popularization of education, the new generation of migrant workers achieved very big enhancement on the consciousness of law and rights protection. According to the policy research office of the state council in 2012, the Chinese Migrant Workers Research Report (ICRC, 2009) indicates that the proportions of migrant workers in manufacturing and service sectors have been increase from 33.3 and 21.7% in 2004 to 39.1 and 25.5% in 2009, respectively. The proportions in manufacturing and service industries have increased by 5.8 and 2.6%, respectively. This report demonstrate that the personal qualities and employment consciousness of new generation of migrant workers have improved a lot in relation to the older generation of migrant workers.

**The spiritual status:** The rights consciousness of new generation of migrant workers has been enhanced from negative to positive rights safeguarding. According to related survey (Li, 2011), when the rights and interests are violated, 6.5% of the new generation of migrant workers suffer indignities without protest or fail to complain to the relevant departments. This is about half of that relative to the older generation of migrant workers. Moreover, when complaining and safeguarding rights, 45.5% of new generation of migrant workers adopt the collective action while only 27.9% of the older generation of migrant workers would adopt the same action. Hence, one can note that the rights consciousness of new generation of migrant workers has been enhanced. They demand high

expectations for equal rights, employment rights, labor and social security and the right of democracy.

## RESULTS AND DISCUSSION

**Lack of promotion due to low education level:** The overall education level and individual quality of the whole new generation of migrant workers is still not high, leading to lack of promotion in their careers. In recent years, although the migrant workers of new generation group have improved their education level and personal qualities, in overall education degree and personal element of the new generation migrant workers are far behind the urban labor market demand. The low education level also restricts their long-term stable employments in the city. According to China's labor market, the urban labor market labor demand for high school education or above accounted for 80%. However, only about 30% of the new generation of migrant workers have high school degrees or above according to the survey of the current existing data (Li and Chen, 2012). At the same time, the demand for specialized education of the workforce in urban labor market accounts for 56.6% while only about 20% of new generation migrant workers fulfill this item. With the trend of knowledge and skills gradually instead of simple physical labor, only about 30% of migrant workers can keep a long-term employment in urban. Therefore, to solve the employment problem of new generation migrant workers, it is imperative to improve their education level.

**Violation on labour rights:** The labour rights and interests of new generation of migrant workers are often violated in the process of employment (Yu, 2008). Although the working conditions of new generation of migrant workers have improved greatly, much less the phenomenon of unpaid wages and the improved status, in overall work environment of new generation of migrant workers is still harsh. In addition, unpaid wages phenomenon also happens from time to time; they also suffer from discrimination. Unpaid wages phenomenon in Guangdong accounts for 7.1% for the new generation of migrant workers. 60% of the agricultural employees expose in poor working conditions, high incidence and high risk of occupational disease (Yu, 2008; Li and Chen, 2012). As for injury accident, only 60% of employers pay the medical treatment cost. Therefore, to solve the employment problem of new generation migrant workers, it is imperative to improve their labor rights.

**Social insurance:** In recent years, the house prices rise too much as a result of the urbanization process accelerated, which had exceeded the afford ability of the new generation of migrant workers to a great extent. The most of the new generation cannot settle in cities

which no doubt caused great obstacle in their long-term stable job in the city. According to the survey of the ministry of public security in 2007 (Dong, 2013), 74.1% of migrant workers are willing to suffer house prices in less than 3000 Chinese Yuan, 19% of the migrant workers are willing to bear between 3000 and 4000 and only 6.9% of migrant workers would afford the prices more than 4000 Chinese Yuan. However, according to data, only the western counties and cities are mainly concentrated in houses within 3000 Chinese Yuan, not the eastern coastal cities where migrant workers pour in. According to the survey (Dong, 2013), the house price of Dongguan city, is close to 8000 Chinese Yuan per square meter and most of the town with the average price of 6000 Chinese Yuan. The comparison data shows that even if the wage growth rate is the same as the growth of house price, the rate of migrant workers which can buy house in the eastern cities and have long-term stable employment is not more than 8%.

**Education of children:** According to the report of China's floating population monitoring (Jing and Zhang, 2010), for the children of the rural floating population in 2009, 70.2% are along with parents to the rural city, only 29.8% are in the countryside. However, the children entrance in city is very difficult due to the restriction of the household registration system. According to published information in 2008 (Jing and Zhang, 2010), the proportion of migrant workers' children in public schools is as follows: 63% in Beijing, 49% in Shanghai and only 34.6% in Guangzhou. At the same time there is a phenomenon for charging by sponsorship in public schools in many big cities. Data and examples both show that the children education problem of migrant workers still is the important factors for influencing the long-term stable employment.

**Psychological problems:** There are many factors which can make great changes on psychology of the new migrant workers, such as the development of economy, the updating of the times, the various aspects of pressure, etc (Li and Li, 2012). The psychological problems have great impact and affect on the social order, social stability and harmony of our country. According to the legal daily report, at present the psychological problems of the new generation of migrant workers in Ningxia increase year by year. The reason can be included that unstable residence of the new generation of migrant workers emerges the "edge psychological" issue. According to the national federation of trade unions, the suicide rate of new generation migrant workers is higher than three over ten thousand. The reason comes down to "suppress".

At present, the crime of migrant worker trend upward. The reason is that there is more psychological unbalance when getting into the city which leads to crime. Whether can effectively solve the psychological problems of new generation migrant workers have

become the key factor for affecting their long-term stability employment and harmony society.

## SOLUTIONS AND SUGGESTIONS

Stable employment and migrant in long-term has become the key to the development of the new generation migrant workers. Due to the influence of various factors and constraints, the stable employment of new generation migrant workers has become a big problem for a long time. The new generation leadership group must take targeted measures, striving to achieve new progress as soon as possible.

**Increase the education budget:** As well known, learning is always the driving force in the development of a nation and our country is a predominantly composition of agricultural population which the proportion is more than two-thirds. So, the key of our country education development is the quality of rural population. 80% of rural population in our country doesn't have received higher education and vocational training. They are often lack of competitiveness in the field of employment, even if found, the working conditions are often very poor and salary is very low. At the same time the workers always feel very tired. Actually it is not that they don't want to accept higher education; it is because the tuition is too expensive. The new generation leadership group should increase subsidies for rural students in higher education which is not only beneficial to the long-term stability employment of new generation migrant workers, but also will be the important measure of transferring China's most population into talent powers.

**Stabilize the price level:** The prices of house and medicine are important factors for people's agriculture problems. Effective control of the house and medicine prices may directly affect people's quality of life, social stability and national development. Our country is a traditional agricultural country, rural population accounts for the vast majority of the total population and their income is far less than the vast majority of the country's social average wages. The agricultural production issues are particularly important and particularly prominent in China. Now the number of new generation of migrant workers is increasing and they are plagued with expensive house and medicine prices. Therefore, strict controlling house and medicine prices will create a loose job and living environment, which is benefit for long-term stable employment.

**Complete the system of law:** Perfecting relevant laws and regulations will provide legal support to create a harmonious and jus legal society for new generation of migrant workers, which can be conducive to the formation of national legal system in our country. On one hand, perfect laws and regulations, adhere to the principle of governing the country according to law and strike on the behavior of damaging to the new

generation of migrant workers. These actions not only can safeguard the rights and interests of new generation of migrant workers, but also purify air, maintain the dignity of the law society. On the other hand, persist in the rule of law to safeguard people. It will greatly reduce negative thought to compromise, further improve the legal consciousness of people and set up the legal belief and make the new generation of migrant workers from passive to active rights safeguarding. Hence, perfecting the relevant laws and regulations can provide solid legal guarantee for new generation of migrant workers in their long-term stable employment.

**Improve the system of household registration:** At present, China household registration system has brought many inconvenience to a large extent in many ways, particularly the children admission have brought great influence to the long-term and stable working. By perfect the current household registration system it will be favor for the new generation peasant workers in many respects, such as the satisfaction of social security, children education, the balance and satisfaction of attitude and so forth. At the same time it is also of great significance to social stability, the transfer of rural labor force and the breaking of the urban and rural dual structure. It can also promote urbanization, narrow the gap between urban and rural and build a harmonious society. As a result, to perfect the current household registration system will contribute to long-term stable employment of migrant workers and promote the development of social stability.

**Counsel psychology:** With the rapid development of social economy and the accelerating rhythm of life, the life pressure increases and the psychological problem is obvious which attract the attention of the state and society. For the new generation migrant workers, the new generation leadership group should give them more psychological help, so that they can adapt to city life as soon as possible. The new generation leadership group can strengthen the psychological counseling of the migrant workers from the following two aspects: firstly, set up more psychological consulting units located in the work and life zone of new generation migrant workers, observe their psychological trend timely and regulate free consulting to solve psychological problems in time; secondly, complete the psychological education for the rural students which can help to set up the correct values and outlook on life.

## CONCLUSION

Along with the deepening of the China reform, the new generation of migrant workers has gradually become the main force of industrial workers and will replace the first generation of migrant workers. At the same time various agricultural production issues of new generation of migrant workers are increasingly prominent. As well known, the employment security of

new generation of migrant workers is the foundation of solving all the problems. Thus, whether can ensure the long-term stable employment has become a key factor in solving the current development of society. The new generation leadership group should adopt and put forward strictly the recommended strategies to manage the Chinese agricultural production issues. A promising stable and harmonious society will be then emerging in China.

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