

Research on Poverty Alleviation Work in Rural Areas from the Perspective of Targeted Poverty Reduction -Taking L County of S Province as an Example

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Abstract—Targeted poverty alleviation has been implemented for nearly five years, but in the process of implementing the policy, different problems have also appeared in various places. In the process of implementing targeted poverty alleviation, the L County of S Province exposed problems such as incomplete policy publicity, ineffective effects, weak self-development of poor households, and imperfect mechanisms. Therefore, accurate poverty alleviation must be based on accurate identification, precise assistance, and precise management to form an institutional virtuous circle of policy.

Keywords—The present situation of poverty; The cause of poverty; The measures for poverty alleviation

I. INTRODUCTION

In 2013, President Xi Jinping first put forward "targeted poverty reduction" when he visited Xiangxi, and talked about six precision. "The object is targeted, the project arrangement is targeted, the use of funds is targeted, the measures are targeted, the people sent to village is targeted, and the effectiveness of the poverty reduction is targeted." It is a sign that the way of poverty reduction in our country has changed from the former "flood water flooding" style to the "precise drip irrigation", and the poverty alleviation and development work in our country has entered a new period [1].

L county is a national poverty-stricken county. The task of helping the poor is arduous, but the work of poverty reduction in the past few years has also made some achievements. The number of impoverished population has continuously declined, farmers' income has been gradually raised, the income structure has been optimized gradually, and the quality of peasants' life has been improved. From 2008 to 2014, the number of poor people in 631 administrative villages of the county decreased from 80 thousand to 40 thousand[2]. Among them, the poor population of unsolved food and clothing has been reduced from more than 20 thousand to zero, and a total of more than 20 thousand people have been reduced; the low income poor population has been reduced from 80 thousand to 40 thousand, and a total of 40 thousand people have been reduced. The incidence of poverty in the whole county dropped from 13% to 8%, a cumulative decline of 5 percentage points, and the

cumulative decline was far higher than the national average level.

The per capita net income of farmers in 631 administrative villages of the county increased from 5000 yuan to 8100 yuan, an increase of 3100 yuan, an increase of 62%. And the structure of farmers' income sources is characterized by a diversified structure: the transition from the previous agricultural production to agricultural production, labor export, independent entrepreneurship and other channels to increase income. Taking Du Jia Gou in L town of this county as an example, there are more than 1000 permanent residents in the total village. In 2008, the number of people engaged in agricultural production in the village is up to more than 500, up to 50%, and the per capital income is about 4500 yuan. L county has made great progress in infrastructure construction in rural areas. From 2010 to 2017, there were 98 schools in the whole county, 86 schools are reconstructed, which provided a safe and comfortable learning environment for the students in the county. . At the village level, a total of 308 health centres were built, and 150 new health centers were built. The new-building rate was 51%. To provide more advanced diagnosis and treatment equipment, and to train relevant medical staff actively, and to solve the difficult problems of the poor people in the rural areas, the government also actively popularize the rural medical insurance, expand the scope of medical insurance, solve the problems of the expensive medical care for farmers, and build a total of 112.79 kilometers of roads, 386 dry pools, 569 dry wells, and water conservancy facilities including large dams have been built to solve the problem of drinking water for 23 thousand and 700 large livestock and 270 thousand and 800 people. Although years of poverty reduction has left some people out of extreme poverty, poverty remains a great test for the people of L County, and it is still difficult to get rid of the hat of poverty-stricken county. Especially in the whole idea of targeted poverty reduction, the traditional ideas of poverty reduction work is hard to produce effective and good poverty reduction effects, and many work presents various problems.

II. PROBLEMS IN L COUNTY'S POVERTY ALLEVIATION WORK

A. *The publicity and guidance of the poverty alleviation policy is not extensive enough.*

At present, the propaganda of poverty alleviation and poverty relief work in L county is not enough and extensive. The advanced experience and typical examples, including television, newspapers and the Internet, should be fully publicizing and extensive. Some cadres did not give enough publicity to the poor people when they propagate poverty policies to the poor. In detail, the publicity process is often in the form of form, lack of substantial progress, resulting in poor people's lack of understanding of the poverty alleviation policy. The poor did not understand the poverty alleviation policies issued by the higher authorities, and not deeply understand some good experience of poverty alleviation and the case of poverty reduction.

B. *Self-development Power is Weak*

First, the cultural dieresis of most poor people is low, and their educational level is mostly primary school. Most of the poor households are relatively backward and still stay in the period of natural economy. They lack the ability to get rich, and are comfortable with the status, and do not seek to improve the living standard. The market price and output fluctuate greatly, and the poor people's sense of poverty is not high enough. Secondly, some poor people do not choose active employment, do not seek their own development, want to rely on poverty insurance, enjoy the poor relief of the state, and thought of "rely, wait" and so on are extremely serious. Three, the sense of social responsibility of all sectors of society to help the poor is not high. Some individual business owners, private enterprises have not strong sense of social responsibility, have not actively participated in the awareness of rural poverty alleviation, especially to support poor people to develop economic interest, although some enterprises are enthusiastic about poverty alleviation, but sometimes they will neglect to support the self-development of farmers.

C. *The Effect of Industry Poverty Alleviation is not Obvious*

The industrial development of some poor administrative villages is very slow, and agricultural production is still the main industry, and the rural economic development is seriously lagging behind. Although some poor villages have actively responded to the state's call for the implementation of the industrial poverty reduction policy and have developed a batch of industries, it is only in its initial period. In the short term these industries are not enough to drive the economic development of the poor areas, and the living standards of the poor people are not to be improved in the short term. In the process of poverty alleviation, because of the various types of poverty reduction in different administrative village, the actual situation of the various poor households is different, and the guidance of the industrial poverty alleviation is not in place. To a certain extent, some rural poor households are not interested in the industrial projects, which have hindered the promotion and implementation of the industrial projects. At the same time, the poor farmers lack the production due to the lack of

technical guidance. The technology needed to help the poor in the industry has also hindered the development of rural industries

D. *The Long-term Mechanism of Poverty Reduction Work is not Perfect*

Lacking effective docking in Poverty alleviation work and other work, the social assistance system is still immature. The government departments have not formed a joint force, there is a government vacancy and dislocation, many departments are in their own affairs, the understanding of poverty alleviation work is not comprehensive enough, resulting in the poor effect of poverty alleviation. Taking the help of the village as an example, the quality of the cadres in the village is uneven, and the means of helping the poor are single. The help work for the poor people is only on the material level of the poor people, and some departments will do the work according to the civil relief work. This help is more in the form of the poor village and the poor. The actual situation of the trapped masses lacks effective long-term support for training, technical support and project support. Some cadres are not familiar with the grass-roots work, their own quality is low, and their ability is not enough. They have not been able to make a real issue in helping the village cadres to clarify the ideas of poverty alleviation work and formulate poverty alleviation regulations.

III. SUGGESTIONS FOR IMPROVING POVERTY ALLEVIATION WORK

The poverty in L county is the cause of multilevel diversification, so the solution of poverty in L county can not be taken unilaterally by the poverty alleviation measures, but a complete set of poverty alleviation programs should be formulated and comprehensive policies are carried out in many ways.

A. *Targeted Identification*

Accurate identification is the basis and premise of targeted poverty reduction. Only by the first accurate identification can we truly adhere to the policy of classification, the policy of poverty, the policy of the people, the precision and force, and help the poverty reduction work to the point, to the root.^[3]

Perfect the construction of scientific index identification system

Traditionally, the identification of poor households is measured by the annual income of poor households, the number of labor and the quantity of livestock. These indicators are relatively extensive and can not be accurately identified, and these indicators are out of date with the development of the social economy, which causes the grassroots workers to be subjective in the process of identification and investigation. The scope of judgment and selection is too broad, making the identification procedures and results unreasonable, which has caused great misguidance for the accurate identification of our accurate identification work, and also brought difficulties to the supervision work of the relevant regulatory agencies. Therefore, it is imminent to improve the construction of the relevant

scientific index system. The establishment of the poverty identification system relies not only on a single department, a single individual can build it, but also on the gather multiple forces. The establishment of the system requires the relevant departments of the county, civil affairs departments, poverty alleviation departments and other departments to cooperate with the authorities at a higher level. At the academic level, relevant academic institutions and scholars need to make constructive suggestions and suggestions. At the social level, the general public is needed. Social organizations, enterprises and institutions are actively involved in the construction of index system.

1) Improving the dynamic management mechanism of poverty alleviation

Because the situation of the poor is dynamic, it objectively requires that the management mechanism of poverty alleviation should be perfected in a timely manner so as to make it real and new. First of all, we should carry out a comprehensive verification of the poverty population in the county, so that the number of the poor will be unified with the reality. Then in the actual identification process, it is needed to mobilize the masses to verify. In the end, on the basis of the country's large data on poverty reduction, the information technology is used to form a comprehensive and continuous monitoring of the situation of poor farmers, and to update, delete and supplement the relevant data in time. Let the farmers who have succeeded in getting rid of poverty can go out and put more poverty reduction resources into the places where they need it, let the poor families who have missed the earlier identification work or have the other reasons back to the poor, classify their poverty types and the causes of poverty in detail, so that the poverty reduction management mechanism has realized the progress.

2) Improve the participation of the masses

"People pick up firewood and flame will be high", to achieve the precision of poverty alleviation is not the government solo, but not the government's speech, but a process to realize the chorus of people, and the people actively offer advice. The satisfaction of the people is the core of poverty reduction. Only the satisfaction, sense of well-being and happiness of the people will be the touchstone for testing the quality of poverty reduction. To achieve the satisfaction of the people, we must first develop democracy and listen to the aspirations of the broad masses of the people. In the process of promoting democracy, we should adhere to the following three principles: first, we should give full play to democratic supervision so that the opinions of the poor masses can be adopted and sounded, and the opinions of the poor people can be adopted. We should give full play to the supervision of villagers' representatives and Party members' representatives. The two is to make full use of the county TV station, radio, newspaper, public bulletin board, county government website, micro-blog, WeChat and other media means as well as other party affairs, village affairs, public administration and publicity channels, to make accurate identification of work standards and progress in time, to ensure that the process is transparent and procedural compliance, so that every poor people can understand and comment on the recognition of the result.

B. Targeted Help

Targeted help is the core part of precision poverty alleviation. Whether the help measures are reasonable or not directly determines the actual effect of precision poverty alleviation. In order to achieve victory in the cause of poverty alleviation, L county should always adhere to the principle of "seeking truth from facts, according to local conditions, and classification guidance". The method of "force".

1) Poverty alleviation by infrastructure

The convenient infrastructure is an important prerequisite for carrying out poverty alleviation. Therefore, we should focus on improving the local infrastructure in poverty reduction. First, we should strengthen road construction and make roads and villages accessible. Two, we should build farmland irrigation system, flood control system and safe drinking water system, and solve the plight of rural people's difficulty in receiving water. Three, we need to improve the infrastructure construction of primary and secondary schools in poor areas and update the necessary teaching facilities. Four, we should actively develop rural clinics, encourage high-quality medical personnel to go deep into the grass-roots level, and solve the problem of common people's medical service.

2) Poverty alleviation by education

Poverty reduction by education is the fundamental measure of accurate help. Education poverty alleviation can improve the comprehensive quality of the poor population in L County, enhance the self-development ability of the people in L County, and prevent the intergenerational transmission of poverty. In the background of targeted poverty reduction, the outstanding problems of L County in the poverty reduction of education mainly include the following countermeasures: Firstly, it is necessary to improve the conditions of school running in L County, rebuild and build the new campus, improve the teaching equipment, meet the basic teaching needs, and eliminate the super specification and luxury construction. The layout of the teaching point should be optimized to alleviate the high drop-out rate and the hidden danger of traffic safety caused by the long-distant home-school communication. For some far-sway rural areas, if the long-distance network teaching is allowed to set up, some rural areas with lack of educational resources can also receive education. Then we should implement the rural teacher support program, improve the teaching and living environment of the teachers, improve the welfare of the teachers in the countryside, organize training regularly, improve the teaching level of teachers. Finally, we can encourage a group of high quality teachers who love rural education, and go deep into the first line of the poverty-reduction education. We should focus on the establishment of the poor and rural left behind children, and make use of the financial support given by the state to provide the system of award, attendance, supplement and loan for the poor students in school, give scholarships to students with excellent achievements, establish a green channel for student loans, and facilitate the student loans for poor students. The poor students have the guarantee of tuition. The government and the people of the community can set up an educational poverty reduction fund to donate clothes and other things for needy students. Teachers help students who are poor, do homework guidance, psychological education and thanksgiving education, so that

students can enjoy the love from school. Then we will develop vocational education, strengthen technical assistance, and remove poverty from hematopoiesis. The county government takes the lead, integrates vocational training resources, promotes cooperation between government and enterprises, plays the role of school and enterprise. The county government builds vocational skills training platform and regularly organizes vocational training for poor households, such as chefs, housekeeping services, household electrical appliances maintenance, plant and animal cultivation, rural culture, rural tourism, family education and other vocational skills. These training will help the poor households participate in the free training.

3) *Poverty alleviation by Tourism*

L county is an ancient county with a long history of more than two thousand years. It not only has a picturesque natural scenery, but also has a profound cultural landscape, and the heavy cultural accumulation is the advantage of the development of the tourism industry in L county. How can we turn these green hills into Jinshan Yinshan? Firstly, by setting up a mixed ownership of the tourism development company, and actively introducing social capital and social technology, the people in these poor areas can participate in tourism development through a variety of shares, such as capital, manpower, land, technology and so on. Secondly, L county should increase investment in infrastructure construction of tourism development zones and improve the construction of tourism facilities such as road and bridge. Furthermore, we should attach great importance to the training of tourism services to improve the service awareness and service skills of local practitioners. We should encourage people with poor mentality, business capacity and willingness to operate to participate in the development of tourism. Finally, we should actively build a tourism industry chain integrating tourism, catering, accommodation, entertainment and leisure, and the sale of special agricultural products, and develop individualized, distinctive and differentiated ecotourism.

4) *Poverty alleviation by Relocation*

Based on the actual situation in L County, collective relocation project are carried out in the rural areas because of the living in remote mountainous areas, extremely poor living conditions, backward infrastructure, difficult development and high development cost. The problem of "one field cannot afford one part of people" is fundamentally solved. In the relocation of poverty alleviation work, the county government takes the lead, unifies planning, co-ordinate production and life, and focus on long-term development on the basis of voluntary relocation of households. Before making the relocation plan, the traffic conditions, ecological conditions and industrial conditions of the resettlement sites are fully demonstrated. In accordance with the principle of subsidized and compensated, we should properly arrange the relocation subsidy for the relocated poor households, so as not to allow the relocated households to increase their liabilities in the process of relocation. We should adhere to the co-ordination of the relocation of the foreign countries and the increase of farmers' income, by accelerating the development of the two or three industry, driving the local employment, through the vocational skills training of farmers, improving the skills of the workers

and encouraging the farmers to go out to work and employment, so that the relocation life of the farmers is "easy to realize" "stable", "prosperous".

5) *Poverty alleviation by Finance*

Rural area has always been a weak link in the financial field, and it is difficult to further develop the finance in the rural areas. The difficulty of forming the farmer's loan is highlighted. The shortage of funds has become a restrictive factor to restrict the development of the rural areas in L county. Therefore, the key to poverty reduction is to keep up with the financial services. First of all, we should increase the construction of the business outlets in the rural areas, extend the service network, establish the multi-layer rural financial service system of interconnected network + agent + online banking, and realize the inclusive finance. Secondly, we should strengthen the construction of the rural credit system in an all-round way, and generate personal credit reports for farmers by collecting the information of police department, industry and commerce Bureau and the housing management department. By carrying out "credit users", "credit village" and other activities, the government can combat all kinds of debt evading behavior according to law, cultivate poor people's good credit consciousness and create a good credit environment In order to help L county to develop the industry of poverty reduction, the system of guarantee enhancement is introduced, the relevant guarantee institutions are given a proper proportion of premium subsidies, and the financial institutions such as the rural credit cooperatives at all levels in S province obtain the capital by government guarantee. Innovating guarantee method, encouraging the property right clear collective real estate, such as collective housing, collective land into the scope of security goods, the vitality of rural funds is activated. The banks give full interest discount of loan which less than 40k yuan and shorter than 2 years, and give the interest discount that can drive the local enterprises out of poverty. Finally, we should carry out financial activities in rural areas, increase financial knowledge propaganda in poor areas, raise farmers' financial awareness, and enable farmers to learn to become rich by financial means[4].

C. *Targeted management*

Targeted management is an important guarantee for precise poverty alleviation, which directly affects the effectiveness of poverty reduction and the development of follow-up poverty alleviation. If we want to really get rid of poverty and become rich, we must do a good job of targeted management.

1) *Building a high quality poverty-alleviation team*

First of all, the targeted management work can not be separated from the grass-roots poverty alleviation work team, but L county is a poor-education region, the lack of personnel, weak related ability and high moral quality, which directly impedes the construction of the effective poverty alleviation team, so it is imminent to train a number of qualified poverty alleviation teams. In the construction of the team, we should uphold two principles: Firstly, we should establish a pre job training system and a reeducation system for the staff of the first line, deepen their poverty alleviation ideas, improve their

skills in poverty alleviation, and strengthen their professional ethics. Learn and share the difficulties and gains in their work and interact with one another and promote each other. [5]Secondly, we should combine the actual situation with the poverty alleviation work and follow the selection idea of "taking virtue first and virtue and ability is the same important", and selecting high quality talents with strong ability, strong learning ability, strong working ability, strong innovation ability and strong leadership ability to join the

2) Listen to the demand and improve the public participation consciousness

Listening carefully to the needs of policy audiences and understanding the real situation of the poor are important requirements and prerequisites for implementing the strategy of Targeted poverty reduction. In order to improve the public satisfaction and government credibility, we should do a good job of the questionnaire and real time visit to the problems faced by the rural areas in L County, summarize the practical needs of the masses, adjust the poverty alleviation policies and local methods, and improve the public satisfaction and the government's credibility.

At the same time, we should actively guide the local masses to turn passive into active participation and actively play the role of mass supervision. The L county government should make advices and suggestions in the process of poverty alleviation, measures and the use of funds, and make policy responses in time. In addition, the assessment will be included in the precise management, and the effective supervision force is formed for the cadres at the grass-roots level and the poverty-reduction cadres in the village, so as to improve the implementation effect of precision poverty alleviation.

Targeted poverty reduction is a systematic project consisting of four subsystems: targeted identification, targeted assistance, targeted management and targeted assessment. The good implementation of the policy is benefited from the institutionalization of policy implementation, and the institutionalization of policy implementation should be paid more attention to in poverty alleviation work in the poor areas of L County in order to ensure the maximum effect of policy implementation[6].

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