

# Research on Shaanxi Finance Industry Targeted Poverty Alleviation Innovation from the Perspective of Information Sharing

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**Abstract:** With the continuous advancement of the “four comprehensive” strategies, the task of poverty alleviation and the development of the poverty-stricken population out of poverty is imminent. The goal of achieving full poverty alleviation in 2020 is close at hand. As the key to boosting poverty alleviation, finance must be strengthened because of its necessary role. Targeted poverty alleviation through finance should be combined with industrial poverty alleviation and poverty alleviation to achieve poverty alleviation, implement targeted measures, and provide strong financial support for fulfilling poverty reduction tasks on schedule and winning the fight against poverty. This paper defines the concept of financial targeted poverty alleviation, analyzes the current poverty in rural areas and the current status of targeted poverty alleviation, and explores the appropriate poverty alleviation model for rural finance. In addition, through the four perspectives of policy support, demonstration-driven, innovation model, and intensified assessment, the analysis of poverty alleviation strategies is conducted, and corresponding policies for poverty alleviation in rural areas are proposed.

## 1. Introduction

"Resolutely win the fight against poverty, build a well-to-do society in an all-round way, and realize the goal of the "Three Shaanxis", and implement the strategic plan of the central government, the provincial government, and the provincial government to win the fight against poverty. Shaanxi Xinhe is in action. At present, there are about 300,000 poverty-stricken people in Shaanxi Province and five state-level poverty-stricken counties. The task of getting rid of poverty is rather daunting. The poverty-stricken rural population has lifted poverty. All poor counties have taken off their caps. Addressing regional overall poverty is the most difficult task for building a well-to-do society in an all-round way, and it is also the basic bottom line for all-out poverty reduction. In recent years, Shaanxi Credit Cooperation has been the main force of rural finance and has played an important role in supporting rural poverty alleviation and building a well-off society.

## 2. Analysis of Current Situation of Financial Poverty Reduction

In the requirements of the 13th Five-Year Plan, it was mentioned that we must actively play the complementary role of commercial finance and policy-based finance, integrate various poverty-relief resources and projects, and explore new sources of funds for poverty alleviation and development. In addition, the government has also put forward new requirements for financial poverty alleviation work, which means that financial poverty alleviation will face new challenges and opportunities. Financial poverty alleviation also has a certain history of development in our country. However, on the whole, the level of poverty alleviation by finance is relatively low, and the construction in various aspects is not perfect, so there is much room for improvement and progress. At this stage, Internet technology has gradually become popular in rural areas. The conditions for network technology to support rural financial poverty alleviation have also gradually matured. “Internet Plus” has provided a good historical opportunity for financial poverty alleviation. The current financial precision poverty alleviation work is being carried out in an orderly manner, with the following major performances. First, policy support. A considerable number of poverty-stricken areas started to implement the “financial assistance for poverty into villages” campaign, promote

the financial precision poverty alleviation organization system, and improve the enthusiasm of financial institutions for poverty alleviation through various policy combinations such as poverty alleviation and refinancing, and financial risk compensation. All localities serve the impoverished population of the Legislative Council, visit poverty-stricken townships, actively establish platforms for docking financial institutions and the poor, guide financial institutions to innovate in poverty-relief credit products and service models, and increase the use of credit funds. Second, the demonstration led. In some regions, we will establish model villages with financial support for specific industries and financial model towns for poverty alleviation. We will invest poverty-reducing funds in new industries through the “PV Poverty Alleviation” project to increase employment opportunities in poverty-stricken areas. Third, the innovation model. Using the government’s poverty alleviation loans, they actively participated in new credit products such as “invested with shares” in the “company + farmer” model. In addition, various financial institutions combine the industrial characteristics of poverty-stricken areas, implement industrial pull, enterprise pull, and project pull to form a development-based poverty alleviation model, and “Bank + village committee + credit information + poor households” whole village advance credit model, etc, good product and work mode. Fourth, the assessment mechanism. By incorporating financial poverty alleviation into internal assessments of financial institutions, it is linked to pay performance assessment. In addition, a monthly financial supervision system for poverty alleviation sites was established to regularly monitor banks.

### **3. Problems and Causes: Insufficient Innovations in Financial Poverty Alleviation Products and Services that Meet Local Needs**

The main performances are as follows: First, from the perspective of counties and districts, the progress of financial poverty alleviation work is not the same, and concentrated contiguous counties have started early, promoted quickly, have many products and services, highlight the highlights of the financial aid, and the non-contiguous counties have gone out of poverty. Difficult tasks, but the overall work is slower, fewer products, financial highlights are not prominent. Second, from the point of view of the branches, traditionally the agricultural financial institutions involved in the poverty alleviation work was active, and some national and joint-stock commercial banks were not involved in the work of financial poverty alleviation. Thirdly, with regard to the types of branches, banking financial institutions have been involved in early and deep-seated and effective results. In addition to the active involvement of a few institutions such as PICC P&C Insurance, the rest of insurance companies, securities companies, and small loan companies have been involved in the work of financial poverty alleviation. Both showed sluggish lags. Although the financial institutions in the jurisdiction have achieved certain achievements in financial poverty alleviation and have actively explored financial products and service methods, overall innovation efforts are still not enough compared with the arduous task of poverty alleviation and financial innovation in other provinces and regions. It is not enough for innovation of financial products suitable for the development of poverty-stricken households that are suitable for local industries with unique characteristics. Some institutions simply implement higher-level products, mechanically replicate mature financial products and services in the field, and lack the structure of local industries and poor population. Fit.

First, the loan demand is not strong. In recent years, local financial institutions have vigorously promoted products such as the “Qin Jia Jia Le Card”, and the availability and convenience of farmers' loans have been continuously improved. This has advantages over the cumbersome procedures for pilot loans and the low mortgage rate. Pilot loans lack interest. Second, the risk disposal mechanism still needs improvement. At present, the mortgage asset underwriting system has not yet been established. In the event of loan default, it is necessary to transfer land management rights in a timely manner and pay the next year's rent to the farmers. Since the new tenant must pay the rent for the next year, it must also bear the original Loan principal and interest may lead to a lack of willingness to undertake the undertaking and make the bank into a dilemma.

#### **4. Measures for Shaanxi to Promote Poverty Alleviation Strategies**

Relevant data shows that Shaanxi Xinhe has set up a total of 2,700 business outlets in Shaanxi, and builds a financial network covering the entire province. Against this background, the Shaanxi Provincial Rural Credit Cooperative Society put forward the slogan “financial poverty alleviation, trust and cooperation has taken the lead”, established a leading group for poverty alleviation, and achieved the matching work of 50 impoverished counties across the province to promote financial poverty alleviation. The further development of the work. In the course of specific operations, in order to ensure the improvement of work efficiency for poverty alleviation, relevant units need to establish corresponding protection mechanisms. It is reported that the Provincial Associated Press has formulated and promulgated the “Opinions on the Implementation of the Provincial Rural Cooperative Financial Institutions in Support of the Strategy for Poverty Alleviation in our Province”, which proposes eight measures to ensure the steady development of poverty alleviation in Shaanxi Province. The document requires all levels of rural credit cooperatives to understand the rural poverty situation in their jurisdiction during the course of business development, and to strengthen the collection and analysis of financial market information so as to use this as a basic science to find the entry point for financial poverty alleviation work. And strengthen the communication and contact with the local party and government departments to ensure the establishment of financial poverty alleviation model. In addition, the staff of the relevant financial institutions need to grasp the conditions and channels for poverty alleviation and credit, ensure the accuracy of the financial poverty alleviation work, and achieve targeted results. Not only that, but it is also necessary to strengthen the construction of an evaluation mechanism for poverty alleviation work, and include the assessment work in the annual assessment system, linking the assessment results with the staff’s professional titles, salaries, and other factors, thereby promoting the efficiency of financial work to eliminate poverty. Further enhance and promote the achievement of various benefits.

At present, the Shaanxi provincial government departments have strengthened the construction of the “six precision” target system during the financial poverty alleviation work. They are: accurate objects, accurate projects, accurate funds, accurate measures, accurate personnel, and accurate poverty alleviation. Against this background, Shaanxi Xinhe strengthened the innovation work on financial products and services for poverty alleviation when the project was launched to ensure the steady development of financial precision poverty alleviation work. In the course of specific operations, Shaanxi Xinhe strengthened its understanding of local industries and resources in Shaanxi Province, and based on this, it strengthened the research on the needs of poor households and villages, and based on the “Public Banks, The Bank-insurance cooperation channel established the mechanism for the participation of government-run bank and enterprise (agricultural) insurance companies in joint risk sharing. Not only that, the unit also needs to tailor its interest rates and credit products tailored to the operating conditions of the agricultural enterprises, so as to promote targeted and effective financial assistance. In addition, in the process of implementing the strategy, Shaanxi Xinhe also needed to realize innovation and exploration of the financial poverty alleviation model. Taking the innovation work of Ankang Ningshan Associated Press as an example, in the process of financial precision poverty alleviation work, the unit realized the promotion of financial poverty alleviation policies such as “get out of poverty, 5321 poverty alleviation”. Related units also need to achieve organic integration for local poverty alleviation projects. In the actual operation process, all levels of rural credit institutions in the province need to base themselves on various types of poverty alleviation plans and identify the entry points for financial poverty alleviation so as to rationalize the use of poverty alleviation funds and promote the expansion of production in the poor areas, thereby enhancing local The post has achieved self-producing and self-selling, and the common development of enterprises and farmers. Finally, it is necessary to further increase the strength of credit for poverty alleviation, to scientifically and rationally relax mortgage guarantee conditions, and conduct operations based on the principle of “reasonable measurement and cost reduction”. It is reported that from the year 2016 onwards, Shaanxi Xinhe Co., Ltd. has issued over RMB 5 billion in poverty alleviation credits, fulfilling its own financial poverty alleviation duties.

When the financial poverty alleviation work is carried out, its greatest purpose is to realize the improvement of the status quo in the poverty-stricken areas and ensure that the poverty-stricken areas “get out of poverty” as a whole. In the actual work process, Shaanxi Credit Co., Ltd. needs to strengthen the promotion of inclusive financial services. In the actual operation process, corporate staff need to use Internet technology to strengthen the construction of financial self-help system, and promote the smooth development of the "village-village-pass" project, so as to achieve the implementation of inclusive financial work. In addition, all counties and districts need to base themselves on their own conditions to promote innovations in service methods, and actively seek benefits from subsidizing “one-card” agency services, provide appointment-to-door services, and send basic financial services to the doorsteps of farmers to achieve poverty alleviation. The effective completion of the strategic mission.

## 5. Conclusion

Accurate poverty alleviation is the focus of current government work. The goal of poverty alleviation is also a key issue in the future. This paper analyzes the status quo of poverty alleviation in the financial sector and causes of poverty in poverty-stricken areas, proposes effective solutions to specific problems, and provides policy recommendations for the settlement of employment, production, and life in poverty-stricken areas. In particular, if the use of financial aid funds is not properly and properly monitored, corruption and formalism can easily breed. Therefore, in the process of financial poverty alleviation, the government should play a supporting role, but it cannot be excessively intervened. This will not only optimize the allocation of poverty alleviation funds, but also increase the efficiency of the use of credit funds. Of course, at present, some poverty alleviation work is continuing and the effect remains to be seen. As long as we can proceed from the specific characteristics of the poverty-stricken areas instead of taking the form and shouting slogans, then the financial precision poverty alleviation work will be successfully completed.

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