

Research on the Effectiveness, Problems and Improvement Strategies of Social Organizations in Targeted Poverty Alleviation -Take Zhuzhou City as an example

Tao Li, Lihang Dai, Ying Zhang

Hunan Normal University, Changsha, 410000, China

Keywords: Social organization, Targeted poverty alleviation, Zhuzhou model

Abstract: Social power is an important part of targeted poverty alleviation. Social organizations play an important role in the poverty alleviation system jointly constructed by the government, the market, and society. In the practice of social organizations participating in poverty alleviation, the participation efficiency of social forces is not high, and the insufficient cooperation between government and social forces is the main problem. In Zhuzhou City's poverty alleviation practice, the Zhuzhou model of "party-led and social-led" was created, and the power of social organizations was firstly used to achieve comprehensive poverty alleviation across the country. The typical experience is worth studying and learning.

1. Introduction

In November 2013, General Secretary Xi Jinping gave an important instruction on "precision poverty alleviation", which also promoted the implementation of the idea of "precision poverty alleviation". In the "Opinions on Further Mobilizing All Social Forces to Participate in Poverty Alleviation and Development" issued by the General Office of the State Council in December 2014, it was stated that "the main body of poverty alleviation in a plural society" should be "cultivated, and the mobilization of social resources for poverty alleviation should be standardized, the allocation of precision, and the use of specialization" Provide detailed policy support for all aspects of social organization. In June 2018, the "Guiding Opinions of the Central Committee of the Communist Party of China and the State Council on Action to Win the Three Years of Fighting Against Poverty" proposed that the whole society should be mobilized to participate in the fight against poverty, and called on social organizations to actively participate and take the initiative to form a social unity to win poverty Contributing to tough battles. Under the subjective and objective requirements of precision poverty alleviation, social organizations participate in the construction of the poverty alleviation community through institutional transformation. The participation of social organizations in poverty alleviation is the key support for the effective implementation of the targeted poverty alleviation strategy, and it is also an important make up for the failure of the government and the market in poverty alleviation.

Zhuzhou City is an important component of the "Changzhou-Zhutan-City Group" in Hunan Province. It is an old revolutionary base and an old national industrial base. Although Zhuzhou City is a relatively affluent area in Huxiang, there is still an imbalance in development between regions. There are two key counties for poverty alleviation and development in the country and three counties and cities with a certain proportion of poor villages and poor people. The Zhuzhou Municipal Party Committee and Municipal Government achieved the overall poverty alleviation of the city ahead of time by "party-led, social support, and effective guidance". By the end of 2018, the incidence of poverty in Zhuzhou had dropped from 6.19% to 1.30%. The counties and Yanling County successfully lifted off poverty and explored a path of social poverty alleviation with Zhuzhou characteristics. These successful poverty alleviation experiences are worthy of us to learn from and learn from. The following is an analysis of the current situation and problems of Zhuzhou social organizations' participation in poverty alleviation, in order to propose improvement strategies and popularize experiences.

2. Innovative methods and effects of Zhuzhou social organizations participating in targeted poverty alleviation

2.1. Established a set of "Political-led and Social-led" precision poverty alleviation models

2.1.1. Government-led, calling on all social forces to participate in the fight against poverty

Zhuzhou City began to continuously introduce social poverty alleviation forces from the political level in 2016 to provide policy guarantees for social-level poverty reduction actions. The Zhuzhou Municipal Government and the social forces coordinated the promotion of poverty alleviation development and regional development, tilted policies toward poor areas, concentrated projects in poor areas, and concentrated power in poor areas. Zhuzhou City adheres to the basic principles of social mobilization and has formed a new model and new pattern of social poverty alleviation.

2.1.2. Social leaders, social forces inspire the internal forces for targeted poverty alleviation

Zhuzhou City has established a new model of social poverty alleviation with the Chinese Social Poverty Alleviation Network as the carrier, Zhuzhou Social Poverty Alleviation Alliance as the starting point, and Zhuzhou Industrial Poverty Alleviation Investment Fund as the support. Through the use of a "one-net" poverty alleviation platform for precise matching of supply and demand, the "one alliance" social resource aggregation advantage, and the "one fund" sustainable development capability, the China Social Poverty Alleviation Network has covered all poor people, mobilized all social forces, Drive the three major goals of poverty alleviation in the industry.

2.2. Social Organizations Help Accurate Matching of Supply and Demand for Poverty Alleviation in Zhuzhou City

The Zhuzhou Municipal Government cooperated with the "China Social Poverty Alleviation Network" to build a platform for the publication of poverty alleviation needs. Through the construction of the "National Poverty Alleviation and Development Archives Data" development and promotion of poverty alleviation demand release system, supporting the city, county, township, and village four-level operation management system, The system manages and maintains, filters false information, ensures that poverty needs are real, and allows social resources to truly and accurately meet the core poverty alleviation needs. Zhuzhou Social Poverty Alleviation Alliance has become an organizational carrier for integrating the supply of private poverty alleviation resources. With the help of a technology platform that accurately captures poverty alleviation needs, it has established public welfare projects for poverty alleviation. The project is mainly divided into health care projects, investment in education resources, poverty alleviation and housing security, and living materials subsidies, etc., to provide targeted assistance to different types of poor people. The Social Poverty Alleviation Alliance, with its refined project management model and targeted targeting screening mechanism, checks for missing areas and fills gaps in areas where government power is inadequate, helping to overcome poverty.

2.3. Long-term mechanism for social organizations to assist Zhuzhou with targeted poverty alleviation

Zhuzhou City stimulates the endogenous motivation of the poor, and organically unifies the process of "blood transfusion" and "blood production". Zhuzhou City raises funds through the help of the government and society. First, it protects the lives of poor households, and then invests special funds. It combines market survey operations to help support the development of characteristic industries in poor areas, guide the healthy development of agricultural enterprises, and help poor farmers grow from helping to Stand up for conversion. At the same time, the Zhuzhou Municipal Government has made full use of the resource advantages of some regions to connect poverty alleviation efforts to help poor areas. Poverty alleviation bases, employment training and poverty alleviation bases, employment training and poverty alleviation bases, transfer of employment and poverty alleviation bases, e-commerce poverty alleviation bases jointly funded by the government, enterprises and social organizations, using urban resources to achieve collective

income growth in poor villages, helping poor households to reduce poverty and increase income, and achieve long-term poverty alleviation. the goal of.

Zhuzhou City uses the "Internet + social poverty alleviation" and other innovative poverty alleviation methods to achieve true poverty alleviation and poverty alleviation. The Zhuzhou Social Poverty Alleviation Alliance actively played the role of "Internet +". The city collected a total of 36,677 mobile phones sent to poor households and used by the village administrator church. Each mobile phone was pre-installed with the "China Social Poverty Alleviation Network" APP, which was mainly funded by the Alliance. Poor households carry out renovation of dangerous houses, solve the problem of poor college students' lack of tuition and living expenses, and fund poor patients for major illness treatment. Other social organizations in Zhuzhou City, such as Shaoyang Chamber of Commerce, Wenzhou Chamber of Commerce, Fujian Chamber of Commerce, Datong Social Work Service Center, Caring Volunteers Federation, etc., have passed the "Study Program", caring for minors, traditional festival condolences, "Internet + "Public welfare, poverty alleviation, veterans care," village rural revitalization e-commerce poverty alleviation "project, charity auction and other project activities, jointly participate in poverty alleviation, and truly help the poor and help the poor.

2.4. Zhuzhou City Gives Full Play to the Supervisory Role of All Social Circles to Help Poverty Alleviation

Zhuzhou social organizations help the government improve the effectiveness of supervision and assessment. First, the Zhuzhou Municipal Government incorporated social poverty reduction work into the annual assessment of county (city) poverty reduction, and introduced a one-vote veto system into the cadre evaluation mechanism. Through the establishment of a system of supervision and inspection and accountability, a regular monitoring and regular assessment mechanism has been formed to strengthen supervision and guidance to ensure work progress. The second is to improve the poverty information management system, adopt an "open and transparent" fund management mechanism, strengthen supervision of the poor and poverty alleviation projects through the supervision and attention of all sectors of society, and ensure the effectiveness of social poverty alleviation. The third is to enrich market operations and introduce market supervision, managed by investment management companies with management qualifications, multi-unit dispatch supervision, and scientific and rational use of social poverty alleviation funds. The fourth is to establish a standardized unannounced visit mechanism and a set of unannounced unannounced visits procedures to ensure accurate docking and accurate assistance for social poverty alleviation through targeted positioning, direct home visits, village and township follow-up inspections, and on-site investigation and rectification. Fifth, strengthen the accountability system, and promulgated the "Accountability Measures of Zhuzhou City's Poverty Alleviation Work (Trial)" to increase supervision and inspection and accountability for problems in the process of poverty alleviation. Under the supervision of the news media and all walks of life, Zhuzhou City has formed an open and transparent environment for social poverty alleviation, ensuring the real effectiveness of social poverty alleviation.

3. Analysis of Zhuzhou social organizations' participation in targeted poverty alleviation

3.1. Low level of combination of government purchases and social organizations' poverty alleviation

First of all, the most important project purchased by the government in targeted poverty alleviation is real estate development. As a project with a total investment budget of 220 million yuan, the government purchase project is still essentially the traditional real estate development, and the construction of the relocated housing for the poor and the poor is handed over to the real estate development enterprise. In addition, the Zhuzhou Municipal Government's purchase model has not been extended to the areas of poverty alleviation materials purchase, information system construction and other fields, and the form of participation is too single.

Secondly, Zhuzhou City has formulated a relatively complete implementation plan for the public cultural field. However, for other programs in the field of poverty alleviation, there are problems such as imperfect system implementation and opaque purchases. For example, the government has not formally invited tenders for social organization projects, which has led to the poverty reduction efforts of social organizations in the entire government's procurement tendering process and low participation.

Finally, the funding, scale and number of people in poverty alleviation in Zhuzhou are at the forefront of the country. Government purchases should play a greater role, but a series of issues, including a single form of participation and inadequate systems, have a bearing on the participation of social organizations in related fields. The poverty alleviation work has formed a factual obstacle.

3.2. The administrative cooperation of the grass-roots organizations is not high, and the cadres and helping the masses do not know well

Restricting the economic, geographical and social aspects of poverty alleviation work in poor areas is of course the main problem in China's poverty alleviation work, but the lack of awareness of grassroots organizations has largely hindered the further development of poverty alleviation effects. In the projects undertaken by grass-roots governments and social organizations, there is a lack of a stable mechanism for docking and cooperation, and often rely on personal relationships for communication. Some grassroots leaders and village committee leaders are not enthusiastic and have misunderstandings about social organization projects. As long as material assistance is not provided in the spirit and service level. These people do not have a high degree of coordination with poverty alleviation work, lack of understanding, and have a non-active and negative neutral attitude to the project.

3.3. The content of social organization projects lacks substance and has high repetition

Duplicate poverty alleviation resources invested by the government and social organizations have led to insufficient resource orientation. Some social organizations lack the pre-investigation, the old ideas of staying at the grass-roots level to send warmth, and the lack of the concept of precise docking and long-term follow-up investigation. The projects run are also highly homogeneous. Sending oil, clothes, and health are the main methods. These forms seem simple and effective, and the effects are obvious. However, there is no long-term planning and the later results are insufficient. The phenomenon of social organizations sending tomorrow will cause waste of resources. For the poverty alleviation and development targets, a large amount of homogeneous and difficult-to-scale social assistance is also recognized, which greatly affects the efficiency of poverty alleviation work and hinders the progress of poverty alleviation work.

3.4. The shortcomings of social organizations themselves

Most social organizations are small in scale and have not yet formed a sound internal management system. The internal management of the organization is relatively loose and arbitrary, and the scheduling of material personnel is often stretched. The intensity of participation in poverty alleviation tasks is not enough. It is difficult to implement the specified poverty alleviation targets and the poverty alleviation effect into scale. Due to congenital dysplasia, a large number of smaller social organizations are often difficult to obtain social recognition and attention, and outstanding talents have a fault, and it is difficult to introduce supplements in time. Under the vicious circle, most of the loosely structured social organizations lack suitable channels to directly participate in poverty alleviation work at the grassroots level, and can only adopt simple methods to provide poverty alleviation support at the grassroots level, which greatly reduces the utilization of scattered social resources.

4. Improved strategies for Zhuzhou social organizations to participate in targeted poverty alleviation

4.1. The government must change traditional concepts and simplify administration and decentralization

The municipal government should abandon the traditional mode of nanny poverty alleviation and provide policy support for social organizations to participate in targeted poverty alleviation. Local governments can learn from more comprehensive NGO models abroad, learn from their successful experiences in institutional governance, develop social resources, provide public services, and improve industry self-discipline, and encourage and introduce social forces and market funds to poverty alleviation. At the same time, government personnel must do a good job of ideological work. It should be market-driven and run by the market. Government departments only play a supervisory role and concentrate on training grass-roots workers in the front line of poverty alleviation so that they understand that social poverty alleviation and market forces is an indispensable part of poverty alleviation work, from the internal recognition of social organizations' participation in poverty alleviation projects.

4.2. Social organizations use new platforms to broaden channels for poverty alleviation

Expand the information function of Zhuzhou City and China Social Poverty Alleviation Network, an online poverty alleviation platform. The government should play a role in information collection, set up a new section, collect factors such as the number of people targeted for poverty, the cause of poverty, and the need for poverty alleviation, and classify them into agricultural technology, education and training, ecological protection, medical care, natural disasters, psychological construction and other categories Publicize social organizations on the platform, and solve problems such as the difficulty of social organizations to participate in poverty information collection in poverty alleviation. Social organizations should rely on different business fields and service advantages, implement various forms of poverty reduction projects scientifically, and create high-quality poverty reduction projects through the combined efforts of administrative and social forces to maximize the synergy of social organizations.

4.3. The government and social organizations establish a stable communication mechanism

The government must calm down its mentality and engage in dialogue and communication with social organizations on an equal footing. In addition to the individual disclosure of the online poverty information platform, the government should also hold hearings, communication meetings, exchange meetings, etc. on time to exchange the latest poverty reduction situation, listen to the immediate needs of the government, social organizations, and poor groups, and explore new developments in poverty reduction. Channels, constantly developing new possibilities.

4.4. Speed up the process of recommending government purchases of services

Poverty alleviation and development are related to the whole society. The government as the sole subject fully uses administrative means to advance impractical. We should respect objective laws, use market methods, and mobilize market forces to promote poverty alleviation and development. In various fields, the implementation plan of government purchases should be improved, and bidding, open competition, and actively participating in the government's social purchasing service work should be provided so that professional services provided by social organizations in different fields can have channels to enter the government purchasing system. Make up for the government's shortcomings in some areas, and improve the effectiveness of poverty reduction efforts in all aspects.

4.5. Social organizations strive to strengthen their own construction and increase social visibility

Social organizations must make up for their shortcomings and continue to advance on the road to institutionalization, professionalism, and democratization. At the same time, social organizations

should strengthen cooperation and exchanges and establish contacts with large national social organizations. Large social organizations should provide assistance to other social organizations to the best of their ability in personnel training, office space, fund raising, capacity support, and system improvement. They should use the "rich" first and then "rich" to improve the internal management level of the social organization and itself.

5. Enlightenment of Zhuzhou model on social organizations' participation in targeted poverty alleviation

5.1. Change the concept at the government level and strengthen ideological training at the grassroots level

Throughout the overall process of poverty alleviation, the government's overall plan has always been the center. The government should mobilize the entire society from top to bottom, change the traditional poverty alleviation mentality, and attach importance to and guide the power of social organizations to enter poverty alleviation. In the system, the government's guidance and cultivation mechanisms for social organizations are highlighted, and policy guidance and guarantees are provided for social organizations to join the poverty reduction system.

At the same time, after field investigations at the grassroots level, it was found that not only the poor grassroots levels in Zhuzhou City, but also the lack of awareness of social organizations and contempt of ideas by most grassroots administrative staff in other regions are common phenomena. This greatly reduces the choice of the social organization's direction of the project, and strengthening the ideological training of the administrative grassroots from the root is of universally feasible significance.

5.2. Poverty alleviation information docking platform strengthens the introduction of social forces

Governments and social organizations must focus on the inherent needs and development needs of the poor. At this stage, one of the contradictions that greatly hinders social organizations from participating in targeted poverty alleviation is the contradiction between the government's complete poverty data and the insufficient collection of various poverty information by social organizations to participate in poverty alleviation. In order to resolve this contradiction, we should focus on information integration and use the advantages of information platform technology to complete the integration of information collection and project implementation. The government and social organizations should jointly establish a set of information management mechanisms for poverty alleviation targets, so as to broaden the channels for social organizations to participate and directly increase the accuracy and efficiency of social organizations' poverty reduction.

5.3. Social organizations must "build both internally and externally" and establish a pattern of poverty alleviation by social organizations

Internally, many social organizations have many problems such as loose structure and lack of cohesion. In poverty alleviation, the premise of giving full play to its own utility is to take the road of institutional transformation. And some large social organizations should effectively help small social organizations to carry out institutional reforms and embark on the path of organizational institutionalization. Social forces want to play a greater role in poverty alleviation, and it is the only way to improve the organization's own capabilities.

Externally, various social organizations lack a big-picture concept and cannot form a synergy. When addressing some regional issues, large-scale cross-regional social organizations should unite with local social organizations, fully combining large-scale social organizations with sound structures, adequate funding, and project experience. The rich advantages are complementary to the social advantages and disadvantages of local organizations, and a pattern of poverty alleviation by social organizations is established.

6. Conclusion

2020 is the key year to build a well-off society in an all-round way and to overcome poverty. The poverty reduction work has reached the most critical time. China's poverty alleviation work has made outstanding contributions to the world, and a lot of experience has been accumulated in poverty alleviation work in various regions. How to make better use of the role of social organizations in targeted poverty alleviation, Zhuzhou City has made useful explorations. Practice has proved that social organizations have an indispensable role in targeted poverty alleviation work and have huge potential. To implement the national strategy of poverty alleviation and play a supporting role of social organizations, we must build effective channels, establish smooth mechanisms, and form a powerful Work together.

Acknowledgements

This study was supported by Hunan province college students research learning and innovative experiment project “Long-term Mechanism and Effectiveness Evaluation of Social Organizations' Participation in Blocking Back to Poverty in the Perspective of Precision Poverty” (S201910542021).

References

- [1] Yuheng Li, Baozhong Su, Yansui Liu. Realizing targeted poverty alleviation in China: People's voices, implementation challenges and policy implications[J]. *China Agricultural Economic Review*, 2016, 8(3):443-454.
- [2] Shen, Jinyu, Han, Xiao, Hou, Yilei.,The Relationship between Marine Biodiversity Conservation and Poverty Alleviation in the Strategies of Rural Development in China[J]. *Journal of Coastal Research*, 73:781-785.
- [3] XU Jia-qi, Tim Zachernuk, ZHAO Yong-jun. Research on Establishing Sustainable Poverty Alleviation Model Combined with Forestry Resources Protection[J]. *Journal of China Agricultural University*, 2004.
- [4] XU Jia-qi, Tim Zachernuk, & ZHAO Yong-jun. (2004). Research on establishing sustainable poverty alleviation model combined with forestry resources protection. *Journal of China Agricultural University*.
- [5] LIU, Yunshan. Ecological Significance in Marx's Theory of Metabolic Rift and Targeted Poverty Alleviation in Rural Areas[J]. *Asian Agricultural Research*, 2018, 10.