

Research on Countermeasures of Rural E-commerce to Help the Poor under the Precise Poverty Alleviation Strategy

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Abstract: Under the background of vigorous economic development, the poverty-stricken population in China's rural areas remains high, which has a serious impact on China's overall economic development. According to the development characteristics of Internet and e-commerce, it is hopeful to alleviate rural poverty in China by accurately alleviating poverty through rural e-commerce. Therefore, starting with the precise poverty alleviation strategy, this paper introduces the current situation of rural e-commerce poverty alleviation under the precise poverty alleviation strategy, analyzes the countermeasures of rural e-commerce poverty alleviation under the precise poverty alleviation strategy, and further explores the development prospects of rural e-commerce poverty alleviation under the precise poverty alleviation strategy.

1. Introduction

In October 2015, our party leaders pointed out in the High-level Forum on Poverty Reduction and Development that China's key poverty alleviation work should further promote the accurate poverty alleviation strategy, and adhere to the increase in poverty alleviation investment and preferential policies. We should strictly follow the six precise principles, vary from person to person and from place to place, adjust management policies based on the causes and types of poverty, and use the strength of the whole society to overcome poverty. E-commerce is a new way to help the poor in rural areas. The reasonable setting of e-commerce poverty alleviation policy can provide new vitality for the rural poverty alleviation work. Therefore, it is necessary to conduct an appropriate analysis of the poverty alleviation work in rural areas under the precise poverty alleviation strategy.

2. Precision poverty alleviation strategy and e-commerce precise poverty alleviation

2.1 Accurate poverty alleviation

Precision poverty alleviation is mainly compared with extensive poverty alleviation. It is mainly under the guidance of the principle of "seeking truth from facts, adapting measures to local conditions, classified guidance, and precise poverty alleviation" put forward by the Party leaders. It is based on the top-level design, aiming at different poverty-stricken areas and the situation of poverty-stricken people. Through scientific and reasonable procedures, we can provide precise judgement, assistance and management for poverty alleviation goals.

2.2 Electricity providers accurate poverty alleviation overview

E-commerce precision poverty alleviation mainly through the development of e-commerce, the contemporary Internet mainstream e-commerce industry and the integration of poverty alleviation and development work. Aiming at the needs of the aid goal, we should open up new channels for poverty alleviation and development, and provide a basis for the actual income of poor families.

3. The situation and problems of poverty alleviation in rural areas by e-commerce providers

3.1 Rural poverty alleviation strategy under the strategy of precise poverty alleviation

The electronic commerce helps the poor is a new model of poverty alleviation, which needs long-term exploration and experiment. Under the guidance of documents such as the Decision of the Central Committee of the Communist Party of China and the State Council on Winning the War of Fighting Poverty and Fighting Hardships, and the Guiding Opinion on Promoting the Accelerated Development of Rural E-commerce, e-commerce poverty alleviation has become an important component of the battle against poverty in China. According to the "China Taobao Village Research Report" issued by Ali Research Institute in 2016, there are about 1300 Taobao villages in China by 2016. The number of active sites in Taobao Village is more than 30×10^4 , of which annual sales of more than one million rural Taobao sites in more than 1,000 [2]. E-commerce in rural areas has become a new energy source to upgrade the level of rural economy, providing a new impetus for the implementation of China's accurate poverty alleviation strategy.

3.2 Poverty alleviation in rural areas under the strategy of precise poverty alleviation

3.2.1 Shortage of talent in E-commerce

Due to the backwardness of information system in rural poverty-stricken areas, relevant personnel in rural areas can not accept comprehensive e-commerce information. Individuals in the e-commerce market can not interact well with e-commerce enterprises, which hinders the improvement of professional quality of e-commerce talents in poor rural areas to a certain extent.

3.2.2 Backwardness in infrastructure

In rural poverty-stricken areas, the overall industrial base of rural e-commerce is weak, such as transportation, communications, cold chain logistics and other infrastructure backward. At the same time, the imperfect transportation infrastructure also leads to the high cost of logistics and distribution in rural poverty-stricken areas, which seriously restricts the development of rural e-commerce poverty alleviation work.

3.2.3 The degree of marketization is not high.

At this stage, in the process of the development of e-commerce industry in rural poverty-stricken areas, due to lack of advanced development experience, there is no unified standard and norms in the e-commerce market in rural poverty-stricken areas. It has a negative effect on the expansion of rural e-commerce market scale.

4. The goal of rural poverty reduction under the strategy of precise poverty alleviation

Based on the income of residents and consumption expenditure, China's accurate poverty alleviation standards are mainly per capita income of less than 2300 yuan per year. According to the latest "Statistical Bulletin on National Economic and Social Development" issued by the State Statistical Bureau, there are more than 40 million rural poor people in China, mainly distributed in the western and central regions. According to the document "Decision of the CPC Central Committee and the State Council on Winning the Fight against Poverty" issued jointly by the CPC Central Committee and the State Council, by 2020 China should achieve the goal of alleviating poverty in rural areas under the existing poverty standards. On the basis of guaranteeing basic food, clothing, housing and transportation for the rural poor, all the rural poor can enjoy basic compulsory education, housing security and medical security.

5. The strategy of poverty alleviation in rural areas under the strategy of precise poverty alleviation

5.1 Improve the training mechanism of e-commerce personnel.

First of all, on the basis of local talent training, we actively enter the outstanding talents of e-commerce. At the same time, local docking professional service enterprises as the main point of work, to encourage the rich to lead the rich. Give full play to the role of rural areas to become rich leaders, actively explore new e-commerce talent training model, combined with regional e-commerce rich experience of large-scale promotion, provide an effective reference for rural areas e-commerce talent training.

Secondly, the perfect main body of electric business is the guarantee for the implementation of precise poverty alleviation strategy. In order to further promote the development of e-commerce in rural poverty-stricken areas, regional e-commerce service centers can be the focus of management. In the construction and improvement stage of e-commerce service stations in rural poverty-stricken areas, we should make full use of infrastructure resources such as rural supermarkets and convenience service centers in rural poverty-stricken areas to vigorously promote e-commerce projects in rural poverty-stricken areas. At the same time, on the basis of the promotion and operation of the "one village, one shop" model, Alibaba Rural Taobao Project and E-commerce Industrial Park are used as carriers to provide professional services, such as training, planning, agent operation and customer service, for the poor in rural areas. It also provides on-the-spot guidance and professional training for some poor people, and helps the rural poor to set up independent online shops and sell their own agricultural products.

For the extremely poor people who can not meet the conditions for opening online stores, they can ask university students village officials, village cadres and other wealthy experts to set up special poverty alleviation online stores to provide special agricultural products for the extremely poor rural personnel.

Finally, in order to further expand the rural e-commerce service channels, the local government can cooperate with the regional e-commerce enterprises and support agencies to create a rural poor areas online shops, e-commerce sales platform docking platform. It provides a basis for upgrading the professional level of rural poor people's online shop and network operation management module.

5.2 Strengthen infrastructure construction

On the one hand, under the promotion of China's Internet plus strategy, the e-commerce industry has been developing rapidly. Some of the rural areas have made full use of regional resources to sell products on Taobao website or other websites. Subsequently, residents in the region have returned home to start their own businesses. With the increase in the number of new sales workers, Taobao has gradually formed a number of villages, such as Qingyan Liu Village in Yiwu, Zhejiang Province, Junpu Village in Jieyang, Guangdong Province and Shaji Village in Jiangsu Province. Drawing lessons from the development experience of Taobao Village, in the actual process of facility management, it is possible to focus on power, communications, park, land and other infrastructure. On the premise of perfecting hardware infrastructure, all departments should be guided to strengthen the construction of software infrastructure. Such as credit system, traceability system, quality inspection system, warehousing and logistics system, service platform, e-commerce platform. On this basis, reasonable allocation of support funds for each module, such as social charity funds, financial support funds. Through the establishment of convenient, efficient and stable financial lending channels, it will provide sufficient financial support for the development of poverty alleviation work for electric businessmen.

On the other hand, in the process of the development of e-commerce in rural poverty-stricken areas, rural communication, transportation and other infrastructure can not be fully improved in a short period of time. Therefore, in order to ensure the smooth development of rural infrastructure

construction projects, local help units can take the initiative to cooperate with Suning, Jingdong, Alibaba and other groups, using the brand appeal of leading e-commerce enterprises to alleviate the impact of traffic, information and communication backwardness on product sales. If we use social networking to "hundred county thousand goods" project, a county in Anhui has sold nearly twenty thousand catties of unsalable potatoes. In addition, the rural poverty-stricken areas help units can also cooperate with the Agricultural Standards Bureau to carry out the agricultural product adoption model, to lay a solid foundation for the precise poverty alleviation of e-commerce in poverty-stricken areas.

5.3 Optimize the rural electricity supplier market

On the one hand, in order to ensure the smooth operation of rural e-commerce market, can carry out multi-party integration of the main poverty alleviation, for rural e-commerce poverty alleviation work to provide adequate protection. The main body of poverty alleviation through e-commerce in rural poverty-stricken areas mainly includes several modules: policy level, leadership level, implementation level and supervision level. First of all, at the policy level, the relevant government and functional departments should further formulate and improve the e-commerce poverty alleviation policies, and accelerate the promulgation and implementation of the central, local and departmental e-commerce poverty alleviation strategies.

Secondly, in the leadership level, vertical management institutions such as central, provincial, municipal and township level can be set up. At the same time, according to the differences between different departments in managing responsibilities and responsibilities, a reasonable power and responsibility mechanism should be set up. It also provides special management positions to provide the basis for the effective implementation of the poverty alleviation policy in e-commerce.

Thirdly, in the implementation layer of the poverty alleviation policy, we can take the development of characteristic industries as the goal, and carry out fine research and development, packaging and transformation of superior products in rural poverty-stricken areas. Under the premise of ensuring the quality of online store sales, speed up the cultivation of regional network brand. The quality and popularity of agricultural products in rural poverty-stricken areas can be improved if they are certified as "organic", "pollution-free", "green" and "landmark protection".

Finally, in monitoring the assessment level, the basic work objective is to help the poor. That is to say, according to the regulations of e-commerce management, we should construct a perfect assessment mechanism of e-commerce poverty alleviation, take the network sales service of agricultural special products produced by poor households as the monitoring object, carry out the construction of security system of rural anti-counterfeiting traceability in an all-round way, and ensure the stable development of e-commerce industry in rural poverty-stricken areas. At the same time, taking the "one product, one yard" project of special agricultural products as the leading factor, it comprehensively promotes the two-dimensional code anti-counterfeiting traceability project in poverty-stricken villages, and monitors the production, packaging, circulation, after-sales and other service modules of special agricultural products in the whole process, so as to provide a basis for the shaping and perfection of the brand of special agricultural products.

On the other hand, in order to further expand the distribution channels of agricultural products in rural poverty-stricken areas, rural poor farmers can be encouraged to improve their products. Combining with the support of enterprises and professional cooperatives, we will create special agricultural products which are consistent with the sales demand of network sales channels. On this basis, the design and development of local regional characteristics of the "packaging" product system, based on the "one village, one product" to guide the poor villages to cultivate one or more characteristics of agricultural products production, processing, marketing, after-sales system. It provides a basis for the formation of regional characteristic product chain.

6. Under the strategy of precise poverty alleviation, the prospects for developing rural businesses to help the poor

Since the 19th National Congress of the Communist Party of China, the Party Central Committee, with its leaders as its core, has made building a well-off society in an all-round way the main objective of its work at this stage, and poverty alleviation and development work is the primary task of building a well-off society in an all-round way. In the process of vigorously implementing precision poverty alleviation and e-commerce poverty alleviation, the industry chain of e-commerce poverty alleviation will be further improved. The effective integration of resource advantages in rural poverty-stricken areas can also truly integrate poor households into the industrial + e-commerce poverty alleviation development system. For example, Zhankeng Village, Wengyuan County, Shaoguan City, Guangdong Province, has introduced the container aquaculture industry project with its own high quality water quality. With the local help unit as the capital stock, it provides a basis for the operation of the aquaculture chain with high added value such as eel and gem bass. In the process of the development of green industry in this region, according to the relevant provisions of the Circular on Promoting the Rejuvenation of Rural Areas with the Interaction between Agriculture and Commerce issued by the Ministry of Commerce in collaboration with the State Council, the village has innovated and developed the green industry + e-commerce service mode, which provides a good guide for the region to overcome poverty. Drawing on the experience of Zhankeng village development, we can further expand the scope of e-commerce poverty alleviation work in the process of carrying out the follow-up rural e-commerce precise poverty alleviation work in China. On the basis of comprehensive platform e-commerce such as Taobao, Jiduo, Suning and Jingdong, we should increase the number of e-commerce with agricultural e, agricultural product e, network brand e-commerce and information service. Electricity supplier and fresh electricity supplier cooperation. Such as cloud farm, buy vegetable net, three squirrels, I buy net, middle peasant net and so on. At the same time, we should develop the agricultural public-funded platform, make use of Taobao public-funded platform and Jingdong public-funded platform to provide sufficient support for the smooth development of rural e-commerce poverty alleviation.

7. Summary

To sum up, rural e-commerce poverty alleviation based on accurate poverty alleviation strategy is a systematic and comprehensive project, which needs not only macro-top leadership, but also integration of multiple poverty alleviation subjects. Therefore, based on the principle of precise poverty alleviation, we should further improve the poverty alleviation policy and organization of the rural e-commerce in the process of poverty alleviation. Taking power, transportation, land use and communication as the main points, we should strengthen infrastructure construction. Combined with the training of talent management team, it can provide a basis for improving the efficiency of rural e-commerce providers.

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