

Under the Background of Rural Revitalization Strategy, E-commerce Poverty Alleviation Helps Industrial Structure Upgrade and Transformation

-- Taking Southern Anhui as an Example

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Abstract

The dynamic changes of the epidemic have slowed down my country's economic growth and increased the downward pressure on my country's economy. Although the rural poverty alleviation has been achieved, the proportion of the poor population in my country is still relatively large. In this year's report, rural revitalization is still listed as a hot spot. Nowadays, the Internet era has rapidly replaced the previous traditional era. In order to keep pace with the times and achieve China's prosperity, the country must develop the peasant economy. Helping rural revitalization through E-commerce is a good structural upgrade and transformation. Based on the background of national rural revitalization and poverty alleviation and poverty alleviation, and with the theme of E-commerce poverty alleviation and industrial poverty alleviation for farmers in southern Anhui, this paper discusses the relevant policies and status quo of E-commerce to help industrial poverty alleviation, and through investigation finds that there are specialties in E-commerce to help industrial poverty alleviation in southern Anhui. Due to the lack of E-commerce talents, high logistics costs, difficulty in cultivating agricultural product brands, and low utilization rate of Village-level service centers, it is further proposed to cultivate E-commerce talents, improve logistics, consolidate the position of "E-commerce poverty alleviation special product area", and smooth the upward channel of agricultural products. and other relevant policy suggestions, laying a good foundation for E-commerce poverty alleviation to help industrial structure upgrade and transformation.

Keywords

Rural Revitalization; E-commerce Poverty Alleviation; Industrial Structure; Southern Anhui.

1. Introduction

Xi Jinping emphasized that the comprehensive elimination of absolute poverty and the realization of common prosperity are the solemn promises our party has made to the people of the whole country, and it is also the responsibility of party committees and governments at all levels. In the poverty alleviation work, the most difficult and most worthy of attention is to lift the rural poor population out of poverty, to remove the hat of poor counties, and to eliminate the overall regional poverty. The poverty alleviation work in rural areas has a very important

position in the overall work of the party and the state, [1] and rural poverty alleviation and development is the government's obligation and responsibility.

Through the investigation of domestic policies, this paper finds that the government gradually promotes the implementation of the government's poverty alleviation obligations in the industrial poverty alleviation work, [2] and strives to accurately handle "who to support", "who will support", "how to support", "how to support" in poverty alleviation. By addressing the four key issues of "retreat", a new measure has been explored to give full play to industrial poverty alleviation to assist in poverty alleviation. At the same time, in the process of poverty alleviation in contiguous poverty-stricken areas, various problems have also arisen in the poverty alleviation work in rural industries in southern Anhui, such as a single way of poverty alleviation in industrial industries, obvious homogenization of agricultural industries, and difficulty in agricultural tourism industry. After studying the reasons why the government's obligations are not fully implemented in the domestic industrial poverty alleviation, targeted preventive measures are put forward, and it is proposed to grasp the core of "operation scale development", the importance of "liberating land" and the theme style of "brand building", implement the industrial poverty alleviation obligations; clarify the government's poverty alleviation work system; properly and correctly guide the multiple subjects of E-commerce to participate in poverty alleviation and strengthen the government's service obligations, [3] strictly grasp the poverty alleviation project management system, promote the accuracy of poverty alleviation; promote the rational and effective deepening of E-commerce poverty alleviation Deploy core concepts and strengthen poverty alleviation functions. It is hoped that in the context of targeted poverty alleviation, some useful countermeasures and suggestions can be put forward for industrial poverty alleviation to better play the role of the government itself and to implement its responsibilities, and to provide useful reference for poverty-stricken areas.

2. General Overview of My Country's "E-commerce Helps Industrial Poverty Alleviation"

From the perspective of the planning process from the "Eighth Five-Year Plan" to the "Fifteenth Five-Year Plan", the measures and goals of the national policy for the development of rural E-commerce have become more and more clear. During the period from the "Eighth Five-Year Plan" to the "Ninth Five-Year Plan", the policy planning focuses on guiding and promoting the healthy development of rural township enterprises and comprehensively revitalizing the rural economy. The "Tenth Five-Year Plan" began to gradually strengthen the application of information technology in agricultural product transactions. During the "Eleventh Five-Year Plan" and "Twelfth Five-Year Plan" period, the policy plan focused on improving the rural circulation system and improving the agricultural socialization service system, [4] so as to provide rural E-commerce Lay the foundation for development. In the "Thirteenth Five-Year Plan", it began to focus on promoting the construction of agricultural informatization and accelerating the development of rural E-commerce. In the "14th Five-Year Plan", measures were proposed to accelerate the cultivation of a complete domestic demand system and expand the coverage of E-commerce in rural areas.

In recent years, China's rural E-commerce policy has maintained a relatively good sustainability and reliability. The overall orientation is to implement the strategic plan for rural transformation and development as the general starting point, grasp the key points, make up for shortcomings, strengthen the foundation, and focus on "Promote, improve, and smooth" related themes, promote the structural reform of the agricultural supply side, and resolutely win the battle against poverty. In addition, the series of policies notified of the "Comprehensive Demonstration of E-commerce in Rural Areas" aim to promote the in-depth development of

rural E-commerce, further improve the rural market system, [5] promote the modernization of rural circulation, and assist in poverty alleviation and rural revitalization. [6]

3. Problems Existing in E-commerce Helping Industrial Poverty Alleviation in Southern Anhui

3.1. Lack of Professional E-commerce Talents

There is a lack of specialized talents in the development of rural E-commerce, especially the lack of advanced technologies in data analysis, event planning, product development, packaging design, after-sales customer service, publicity and promotion, and art and art. Even if there is a preliminary training, there is no obvious effect. Most of them have low technical level and can only do some basic computer work. It is very difficult to find compound talents and rural E-commerce leaders who understand both agricultural and rural work and E-commerce development. The reserve power of rural E-commerce is also obviously insufficient. There are basically no students under the age of 40 in some villages, and the outflow of young and outstanding talents has seriously hindered the promotion and sustainable development of rural E-commerce.

3.2. The Logistics Cost is High

Most of the poor people in rural areas are located in remote areas, and transportation is inconvenient. The logistics and distribution of E-commerce are relatively scattered, and the distribution costs are high. The cost-effectiveness of online sales of goods is not significant. According to the survey, some fresh and tender fruits, fruits and vegetables and other agricultural products do not have any special advantages in other provinces and cities, but the same products are higher in the market than large shopping malls and supermarkets. In this regard, logistics costs account for 50%-60% of the market share, and online fresh products are basically priced at the average price in the province and surrounding markets, without the support of poverty alleviation policies and funds, express delivery and It is difficult for logistics companies to make a profit, and most express and logistics companies are reluctant to conduct business in rural areas. This has resulted in the inability of rural logistics to enter rural areas and households, which to a certain extent hindered the development of rural E-commerce.

3.3. It is Difficult to Promote the Brand of Agricultural Products

At present, although there are more than 100 kinds of agricultural products involved in E-commerce, there are not many well-known brands. Most agricultural products have regional brands, not product brands. The reasons for this are: First, the brand concept is not strong. Some poverty-stricken areas lack the concept of brand management methods, the extent of brand application, registration, promotion, marketing and dissemination is insufficient, and the preventive measures are single. Second, the industrial chain of the processing and manufacturing industry is basically decentralized and fragmented. In poverty-stricken areas, the home-oriented manufacturing mode is crucial, the level of large-scale manufacturing institutions is low, and the promotion of leading enterprises and professional cooperatives is lacking. Third, the quality cannot be guaranteed. The level of agricultural industrialization and standardization is low, the intensive production and processing of agricultural products is insufficient, and the standards are not uniform. Fourth, human resource management is widely lacking in poverty-stricken areas, and the key is the left-behind elderly and left-behind children. The problem of "hollowing" in rural areas is more serious, agricultural resources are relatively scarce, and the agricultural output rate, quality and economic benefits are not high.

3.4. Low Utilization Rate of Village-level Service Centers

At present, under the national poverty alleviation policy and financial support, the rural E-commerce service station has been basically built, but its use efficiency is low and has not been fully realized at the current stage. First, farmers are suspicious of Village-level E-commerce service stations because they don't know enough about them; second, Village-level governments' propaganda efforts are not enough, and they fail to serve every villager truly, which in turn leads to Village-level service centers. Utilization is low.

4. Policy Suggestions on Helping My Country's E-commerce Poverty Alleviation

4.1. Cultivate E-commerce Talents and Promote E-commerce Poverty Alleviation

First, we must strengthen the cultivation of professional talents. Integrate human resource management and social security, higher vocational colleges, business services, poverty alleviation, agriculture and other training resources to create a perfect E-commerce talent training system, or use third-party training organizations or the government to purchase services for training. Second, strengthen the introduction of talents. Make full use of convenient methods such as excellent talent rental and authoritative expert consultation to meet the needs of short-term temporary talents. Improve the talent introduction policy, and provide more preferential conditions for outstanding talents in the aspects of children's enrollment and housing rent. Correctly guide enterprises to recommend and recruit outstanding talents in E-commerce schools, and become a "matchmaker" between enterprises and outstanding E-commerce talents. Third, tap potential professionals. Through activities such as the Youth E-commerce Innovation Enterprise Competition, a group of outstanding young talents with entrepreneurial enthusiasm will be tapped. Using the beneficial opportunities of the rapid development of rural E-commerce, through general publicity and planning programs, on-site service visits and surveys, telephone consultation, special topics and other activities, return migrant workers and college students are encouraged to go to their hometowns to start businesses and find jobs.

4.2. Create Featured Products and Support Network Marketing

First, we must vigorously develop characteristic agricultural industries. Relying on the existing citrus, tea, fragrant rice, Hanshou turtle, selenium-rich agricultural products, etc., to build a large agricultural production base. Second, we must promote standardized agricultural product processing. Strictly carry out production in accordance with specifications to ensure product quality and appearance; conduct preliminary processing of agricultural products, including: cleaning, grading, sorting, packaging, refrigeration, etc.; to strengthen the integration of agricultural product professional cooperatives, unified production, unified management, unified Standard, unified sorting, unified delivery, and improve the level of specialization and standardization of agricultural products. Third, we must strengthen brand building. It is necessary to apply for the "three products and one standard" as soon as possible, and create a large number of distinctive agricultural product trademarks; unify the existing citrus, tea, fragrant rice and other brands to create special products; adopt a government-led and enterprise-led brand promotion strategy, in the domestic market. Vigorously promote a large number of influential brands.

4.3. Increase Support and Consolidate the Position of "E-commerce Poverty Alleviation Specialty Zone"

Support all counties and cities to set up "zero thresholds" in large, medium and small physical supermarkets, county and city E-commerce public service centers, etc. to enter the "E-commerce Poverty Alleviation Specialty Area" to display and sell local agricultural products from poor villages, poor households and poverty alleviation enterprises. Actively organize E-commerce enterprises and agricultural product production enterprises in poverty-stricken areas to participate in a series of exhibitions and sales activities in the "E-commerce Poverty Alleviation Special Zone". Make full use of exhibitions and festivals such as "Food Fair", "Agricultural Expo" and "New Year's Goods Festival", and adopt a combination of online and offline methods to expand the sales channels of high-quality agricultural products in poverty-stricken areas.

4.4. Improve Logistics and Smooth the Upward Channel of Agricultural Products

In China, there are some differences in the economic substance of rural and urban areas. Urban development is fast, with perfect conditions and equipment, while rural development is relatively slow. In addition, for a long time, human resource management has been flowing to big cities, rural development is more vulnerable, it is difficult to communicate with external information in remote mountainous areas, farmers' concepts and consciousness are more traditional, and most farmers themselves Production and sales, unwilling to cooperate with the government and enterprises, and want to wait for the state's subsidy funds for poor households. The agricultural operation model is relatively outdated, resulting in the slow development of the entire agricultural industry. In addition, the outdated equipment in most rural areas in China further restricts the development of the entire agricultural industry.

5. Conclusion

E-commerce poverty alleviation is making unremitting efforts on the road of targeted poverty alleviation. It has become a hot spot of social concern and key policy support. E-commerce poverty alleviation must be regarded as a bamboo basket, and everything is put into it. The sales performance of E-commerce in poor areas can be equated with the sales performance of E-commerce poverty alleviation, E-commerce activities in the short term can be equated with the economic benefit system of E-commerce poverty alleviation, and publicity and planning skills can be regarded as short-term service commitments to arouse the appetite of the people. Dress up as an online business to assist the poor, etc. As we all know, all parties understand that it is necessary to care about the poor subjects, reflect the precise nature, and let the people in poverty-stricken areas truly understand the high cost-effectiveness of E-commerce. In the end, it depends on how many poor households can improve the average income of each household, and what real boost they can make to the economic and social development of poor areas due to E-commerce.

Leaving poverty is not the end, but the beginning of a new life and new endeavors. After poverty alleviation, the transformation and development of rural areas also has a long way to go. How to complete the organic integration of poverty alleviation and rural transformation and development, and accelerate the pace of multi-directional modernization in poverty-stricken areas, E-commerce poverty alleviation can fundamentally make a lot of selfless contributions to poverty alleviation and not returning to poverty. The construction of new rural infrastructure, outstanding talent teams and the entire agricultural industry system accumulated by E-commerce poverty alleviation have laid a solid foundation for the development of rural data. Basically, new business forms have been born, and the multi-

dimensional transformation and development of the rural industrial chain has been promoted; the new core development concept, new core core concept, new development trend, new farmers, new youth, and new rural talents created by E-commerce poverty alleviation can be reasonably Improve the civilized behavior, correct the new driving force of rural style. Therefore, we can have more expectations for the new rural production and new life in the Internet era brought about by E-commerce poverty alleviation!

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