



**AgEcon** SEARCH  
RESEARCH IN AGRICULTURAL & APPLIED ECONOMICS

*The World's Largest Open Access Agricultural & Applied Economics Digital Library*

**This document is discoverable and free to researchers across the globe due to the work of AgEcon Search.**

**Help ensure our sustainability.**

Give to AgEcon Search

AgEcon Search

<http://ageconsearch.umn.edu>

[aesearch@umn.edu](mailto:aesearch@umn.edu)

*Papers downloaded from **AgEcon Search** may be used for non-commercial purposes and personal study only. No other use, including posting to another Internet site, is permitted without permission from the copyright owner (not AgEcon Search), or as allowed under the provisions of Fair Use, U.S. Copyright Act, Title 17 U.S.C.*

*No endorsement of AgEcon Search or its fundraising activities by the author(s) of the following work or their employer(s) is intended or implied.*

# The Model of "Party Branch + " in Promoting Industrial Poverty Alleviation in Poverty-stricken Mountainous Areas of China: A Case Study of Xundian in Yunnan Province

Zhiqing YAN, Zisheng YANG \*

1. Targeted Poverty Alleviation and Development Institute, Yunnan University of Finance and Economics, Kunming 650221, China; 2. Party Branch Secretary's Studio of "Double Leader" Teachers in Colleges and Universities of China, Yunnan University of Finance and Economics, Kunming 650221, China

**Abstract** The integration and development of grass-roots Party organizations and accurate poverty alleviation is the focus in social development in the new period. This is also a new measure explored by the CPC Central Committee in the new historical period to solve rural reform and extricate the poor from poverty, and can effectively enhance the enthusiasm of the masses in poverty alleviation and development work. Xundian Hui and Yi Autonomous County is located in the mountainous area of northeast Yunnan Province. It is one of the 592 national key counties for poverty alleviation and development and one of the 38 continuous development counties in Wumeng Mountain area. Since the implementation of the accurate poverty alleviation strategy, Xundian County insists on getting rid of poverty to grasp the overall situation of county economic and social development, focus on the actual situation of the county people, and conscientiously grasp the key of industrial poverty alleviation. It regards industry as the fundamental driving force to realize poverty alleviation from "blood transfusion" to "blood creation", and innovates the model of "Party branch + " to help the poor out of poverty by industry. It has selected 187 agricultural enterprises (cooperatives, large households) to achieve full coverage of all registered poor households, and achieved remarkable results. It has realized that each poor village has one to two leading industries, and each poor household has one to two industrial income projects, having led 30 500 poor households to increase their average income by more than 1 850 yuan. The final incidence of poverty decreased from 26.93% in 2014 to 0.35% at the end of 2017, becoming one of the first counties in Yunnan Province to get rid of poverty. It is also the only county in Yunnan Province that has won the Anti-poverty Organization Innovation Award of the State Council. Based on field research and interviews, this paper analyzes and summarizes the specific methods, main achievements, practical experience and popularization and application measures of Xundian County "Party Branch + " to promote industrial poverty alleviation, so as to provide necessary reference for accurate poverty reduction and poverty alleviation in similar mountainous areas of Yunnan Province and other provinces.

**Key words** Accurate poverty alleviation, "Party Branch + ", Industrial poverty alleviation, Model, Xundian Hui and Yi Autonomous County

## 1 Introduction

Eliminating poverty and improving people's livelihood is the tireless pursuit of the CPC Central Committee and the State Council. The cause of poverty alleviation and development has been constantly enriched and improved in the changing needs of the times, and the accurate poverty alleviation carried out is the trend of the development of the times. During his inspection tour of West Hunan in November 2013, General Secretary Xi Jinping put forward: "Poverty alleviation should be required to seek truth from facts, adjust measures to local conditions, accurately help the poor, and avoid shouting slogans and setting the goal of aiming too high." During his inspection tour in Yunnan in January 2015, General Secretary Xi once again pointed out: "It is necessary to deepen the implementation of accurate poverty alleviation with clearer objectives, stronger measures, and more effective actions, and improve the accuracy of project arrangements and the use of funds to

help the poor people get real benefits."<sup>[2]</sup> After the concept of accurate poverty alleviation was clearly put forward, the General Office of the CPC Central Committee and the General Office of the State Council issued the *Opinions on Innovating Mechanisms to Promote Poverty Alleviation and Development in Rural Areas in A Down-To-Earth Manner* (Zhong Ban Fa[2013]25), to establish the accurate poverty alleviation work mechanism as one of the six innovations in poverty alleviation mechanisms<sup>[3]</sup>. Subsequently, the Poverty Alleviation Office of the State Council formulated the *Implementation Plan for the Establishment of an Accurate Poverty Alleviation Work Mechanism* in a timely manner, indicating its determination to carry out accurate poverty alleviation work throughout the country. In the process of accurate poverty alleviation, there are various ways of poverty alleviation and ways to get rid of poverty. Among them, industrial poverty alleviation has gradually become the fundamental means to solve the problem of survival and development, and it is the only way to get rid of poverty<sup>[4–6]</sup>, ranking first among the "five batches" of China's accurate poverty alleviation strategies<sup>[7]</sup>.

With the deepening of poverty alleviation, grass-roots Party organizations play a positive role in industrial poverty alleviation. The integration and development of grass-roots Party organizations and accurate poverty alleviation is the focus in the social develop-

Received: April 20, 2019 Accepted: June 3, 2019

Supported by the Construction Project of Party Branch Secretary's Studio of "Double Leader" Teachers in Colleges and Universities of the Ministry of Education of China; The Project of Party Construction Research of Yunnan University of Finance and Economics.

\* Corresponding author. E-mail: yangzisheng@126.com

ment in the new period. This is also a new measure explored by the CPC Central Committee in the new historical period to solve rural reform and extricate the poor from poverty, and can effectively enhance the accuracy of poverty alleviation and development work. General Secretary Xi Jinping stressed that the more we carry out the fight against poverty, the more it is necessary to strengthen and improve the leadership of the Party, and to combine poverty alleviation and development with the building of grass-roots organizations. To build a well-off society in an all-round way by 2020, the key lies in giving full play to the leading and ensuring role of grass-roots Party organizations, firmly establishing the concept of "Party branch + " to help industrial poverty alleviation, and comprehensively promoting Party building to consolidate its foundation and strengthen its basis, finding out the front point of the combination of grass-roots organizations and poverty alleviation and development, and providing strong organizational guarantee and strength support for realizing the goal of getting rid of poverty in an all-round way during the period of the 13th Five-year Plan. "Party branch + " to promote industrial poverty alleviation is of great significance to promoting China's economic, cultural and social development, expanding political participation, realizing democratic management and so on. The "Party branch + " model to help industrial poverty alleviation is to turn the vitality of Party organizations into a driving force for getting rid of poverty, to turn the potential energy of Party building into the momentum of poverty alleviation, and to promote a win-win situation in poverty alleviation and Party building work. In the two dimensions of Party building and poverty alleviation, it is necessary to promote interaction, take industrial poverty alleviation as the root, will support as the foundation, rely on local advantage resources, and give full play to the leading role of Party organizations, in order to form a new model of "Party branch + " to help industrial poverty alleviation, to practice the lofty purpose of serving poor households wholeheartedly, and to provide useful reference for grass-roots Party organizations to help lift the masses out of poverty.

Xundian Hui and Yi Autonomous County is located in the northeast of Yunnan Province, covering an area of 3 588 km<sup>2</sup>. It has jurisdiction over 9 towns, 4 townships, 3 streets, 174 village (neighborhood) committees, 1 577 natural villages, with a total population of 563 000. The basic county situation can be summarized as "nationality, poverty, mountainous areas, and old areas". It is one of the 592 key counties in the country's poverty alleviation and development work, one of the 38 continuous development counties in Wumeng Mountain area, and one of the 59 old revolutionary base counties in the province. Since 2013, there have been 8 registered poor villages and towns, 134 poor villages and 127 960 poor people living in 33 358 households. Since the implementation of the accurate poverty alleviation strategy, Xundian County insists on getting rid of poverty to grasp the overall situation of county economic and social development, and considers the actual situation of the county people, conscientiously grasps the key of industrial poverty alleviation. It regards industry as the fundamental driving force to realize poverty alleviation from "blood

transfusion" to "blood creation", innovates the model of "Party branch + " to promote industrial poverty alleviation, and has selected 187 agricultural enterprises (cooperatives, large households) to achieve full coverage of all registered poor households, and achieved remarkable results. It has realized that each poor village has one to two leading industries, and each poor household has one to two industrial income projects, having led 30 500 poor households to increase their average income by more than 1 850 yuan. The final incidence of poverty dropped from 26.93% in 2014 to 0.35% at the end of 2017, and it was successfully listed as one of the first poor counties in Yunnan Province. It is also the only county in Yunnan Province that has won the State Council's Anti-poverty Organization Innovation Award. Based on field research and interviews, this paper analyzes and summarizes the specific methods, main achievements, practical experience and popularization and application measures of Xundian County "Party Branch + " to promote industrial poverty alleviation. This paper also summarizes the innovations and successful experience of the model, and then puts forward some measures and suggestions for further popularizing and implementing the model, so as to provide necessary reference for the poor counties in Yunnan Province and other similar provinces (cities, autonomous regions) to implement the model of "Party branch + " to promote industrial poverty alleviation.

## 2 Specific measures of model of "Party Branch + " to promote the industrial poverty alleviation

Centering on the task of "industrial development to get rid of poverty", under the unified arrangement and deployment of Kunming Agricultural Bureau, Xundian County Party Committee and County Government, it innovates the assistance model of "Party branches + enterprises (cooperatives, large households) + registered poor households". Around the "one industry for one township, one product for one village, industry for household" menu industrial poverty alleviation, it "plants good potato, raises good fat pigs, plants good Chinese cabbage", and well implements the poverty alleviation program through industrial development. In the light of the situation of the county, the people, and the reality of getting rid of poverty, Xundian County focuses on important aspects to do a good job in helping the poor through industry, so as to ensure that the poor households registered are fully covered.

**2.1 The Party branch runs through the whole process of industrial poverty alleviation and helps to get rid of poverty accurately** (i) The branch is leading all. Under the guidance of the construction of grass-roots Party organizations, it realizes promoting the construction of Party branches with industrial development and promoting industrial development with the construction of Party branches, so as to achieve the full coverage of industrial development and "Party branches + ". (ii) The branch is in charge of the overall situation. It formulates an implementation plan for industrial poverty alleviation, puts forward feasible measures and plans, and achieves full coverage of the implementation plan. (iii) The branch establishes the enterprise. It takes the enterprise

as the leader, drives the industrial development, gives full play to the role of enterprise help, and achieves the full coverage of enterprise help. (iv) The branch makes a list of industries. Each township (street) village committee uses its own advantages to list industries suitable for the development of registered poor households, so as to achieve the full coverage of list. (v) The branch oversees the use of funds. According to the reality and the wishes of both sides, the registered poor households and the enterprises adopt the corresponding mode of cooperation, sign the cooperation agreement, and achieve full coverage of the agreement, so as to ensure that the funds for industrial development are used for industrial development. (vi) The branch organizes the review of industrial plans and measures. Industrial poverty alleviation programs, poverty alleviation measures and performance evaluation should be reviewed and approved by relevant departments and industry experts organized by villages and towns (streets), so that the evaluation will cover all. (vii) The branch organizes the helping enterprises with the selection. The helping enterprises selected by villages and towns, and the payment of household funds, must be publicized by the Party branch, so that the publicity will cover all. (viii) The branch strengthens the project management. The whole industrial development process is managed according to the project management mode, so that the project management will cover all.

## **2.2 The leader consciousness infiltrates into the implementation of industrial poverty alleviation to ensure accurate poverty alleviation**

(i) Planning leader. It has formulated the overall plan for poverty alleviation through industry in the county, highlighted the key points in formulating the implementation plan for special programs of characteristic industries, and formulated industrial poverty alleviation plans and specific measures for villages and towns (streets), village committees, and poor households in accordance with the local conditions, so as to guide industrial development and promote poverty alleviation. (ii) Project leader. It has implemented 8 000 ha of high-yield food crop base, 95.33 ha of rice and fish comprehensive breeding technology promotion and demonstration base, 36 standardized large-scale pig farms, one cow standardization project, 7 municipal animal husbandry support project farms, and 19 projects such as project of returning grazing to grass, central grassland ecological subsidy reward performance fund project for grassland animal husbandry transformation, grassland animal husbandry demonstration project, grain-feed conversion pilot project, with an investment of 43.148 million yuan. It continues to improve the conditions of agricultural production, increases the comprehensive production capacity of agriculture, cultivates and strengthens leading industries, promotes the increase of farmers' income and makes them become rich. (iii) Enterprise leader. After careful selection, the county selected a total of 187 agricultural enterprises (cooperatives, large households), basically covering all the registered poor households. It adopts "Party branch + enterprises (cooperatives) + bases + registered poor households", "Party branch + large households + registered poor households" and so on. It adopts some production and management modes, such as capital investment, in-

come increase of migrant workers, land circulation, and providing agricultural and sideline products, to establish a reasonable and close and stable interest connection mechanism with the poor households. (iv) Base leader. It cultivates and expands the agricultural production base, gives full play to the promoting role of the base, develops leading industries, improves agricultural production conditions and ecological environment, and effectively solves the problem of large-scale planting and breeding. It focuses on flue-cured tobacco, potatoes, vegetables, animal husbandry, aquatic products and other industries, promotes the concentration of superior industries to dominant areas, and promotes the large-scale and high-level development of key agricultural industries. (v) Industry leader. Based on the actual situation of Xundian, according to the role of industrial leader, it has to lead the industrial development, and drive the industrial development pattern of the poor households. It should make every effort to do a good job in six major industries: flue-cured tobacco, vegetables, potatoes, characteristic forests and fruits, mountain animal husbandry and freshwater fishery. It aims to improve the quality and efficiency of the agricultural industry, increase the income of farmers, drive the poor people out of poverty and make them become rich, and ensure the marginal poor people not to return to poverty. In 2017, the county planted 9 733.33 ha of flue-cured tobacco, 61 000.00 ha of grain, 11 966.67 ha of vegetables, 19 666.67 ha of potatoes and 2 666.67 ha of traditional Chinese medicine. The area of fishery culture was 2 133.33 ha, including 483.33 ha of fish culture in rice fields. It is estimated that the size of livestock on hand is 1.122 million, and the size of livestock for slaughtering is 1.164 million. The size of poultry on hand is 2.356 million, and the size of poultry for slaughtering is 2.533 million. (vi) Technology leader. Under the guidance of science and technology, it relies on scientific and technological progress to vigorously develop plateau characteristic agriculture such as high-quality potatoes, superior aquaculture, vegetable industry and freshwater fishery farming, so as to promote the transformation of agricultural production to industrialization, large scale, commercialization and modernization, and to promote the transformation from quantity type to quality and benefit type. It has implemented the project of "Building the Core Competence for Animal Disease Prevention and Control at the County, Township and Village levels", renovated county-level veterinary laboratories and purchased updated equipment. It has carried out infrastructure construction and allocation of animal epidemic prevention equipment in 15 township veterinary stations in the county. In 165 village committees throughout the county, it has built a complete village veterinary office to improve and upgrade the conditions and level of animal epidemic prevention in our county, so as to provide strong support and guarantee for the development of animal husbandry and the increase of farmers' income. (vii) Park leader. Under the guidance of the construction of Xundian Modern Agricultural Park, it promotes industrial poverty alleviation. It strives to do a good job in the infrastructure construction of the park, focus on the development of characteristic industries, and drive the poor people to grasp the industry, get

rich, transfer labor, improve their quality, and increase their income. (viii) Propaganda leader. It summarizes the good practices, experiences and measures in the process of popularizing and developing the industry in real time, steps up propaganda, changes the concept of production, improves the mode of production, and speeds up the development of modern agriculture in cities with plateau characteristics, such as Wandanping planting professional cooperative for potato planting, Lanya Miao chicken breeding professional cooperative.

### 3 Main achievements of the model of "Party branch + " promoting industrial poverty alleviation

**3.1 Planting aspects** The situation of increasing the income of the registered poor households by planting industry is shown in Table 1.

**Table 1** Income increase of the registered poor households by planting industry

| Variety                     | Planting scale//ha | Income of the registered poor households |                   | Income increase per household yuan |
|-----------------------------|--------------------|------------------------------------------|-------------------|------------------------------------|
|                             |                    | Number of households                     | Number of persons |                                    |
| Dajinyuan                   | 2 246.67           | 5 295                                    | 20 975            | 6 102                              |
| Chinese cabbage             | 479.43             | 1 566                                    | 4 533             | 2 687                              |
| Potato                      | 4 157.93           | 16 136                                   | 54 590            | 2 266                              |
| Chinese medicinal materials | 919.67             | 804                                      | 3 082             | 718                                |
| Rice                        | 617.13             | 19 229                                   | 66 546            | 680                                |
| Corn                        | 3 315.67           | 19 229                                   | 66 546            | 721                                |
| Barley                      | 141.47             | 667                                      | 2 662             | 399                                |
| White beans                 | 21.73              | 85                                       | 476               | 1 096                              |
| Highland barley             | 194.27             | 402                                      | 1 422             | 726                                |
| Tartary buckwheat           | 700.80             | 1 376                                    | 4 321             | 614                                |
| Corn seed production        | 41.38              | 503                                      | 1 597             | 884                                |
| Industrial chili            | 23.73              | 65                                       | 129               | 13 261                             |
| Cantaloupe                  | 4.67               | 425                                      | 1 348             | 315                                |
| Edible fungi                | 2.26               | 70                                       | 282               | 1 250                              |

**3.2 Breeding aspects** The situation of increasing the income of the registered poor households by breeding industry is shown in Table 2.

**Table 2** Income increase of the registered poor households by breeding industry

| Variety                     | Breeding scale | Income of the registered poor households |                   | Income increase per household yuan |
|-----------------------------|----------------|------------------------------------------|-------------------|------------------------------------|
|                             |                | Number of households                     | Number of persons |                                    |
| Live pig                    | 658 000 head   | 4 688                                    | 15 693            | 700                                |
| Beef cattle                 | 110 600 head   | 2 797                                    | 9 179             | 700                                |
| Meat sheep                  | 199 000 head   | 427                                      | 1 493             | 700                                |
| Poultry                     | 2 270 000 unit | 1 807                                    | 5 970             | 700                                |
| Cow                         | 1 000 head     | 206                                      | 719               | 700                                |
| Fish culture in paddy field | 95.33 ha       | 162                                      | 648               | 1 000                              |

**3.3 Cultivation of new business entities** At present, there are 368 large planting households, 687 large breeding households, 3 family farms, 866 farmers' professional cooperatives, 160 new professional farmers, 3 new leading agricultural enterprises and 1 urban farm. It has involved 12 617 registered poor households and 41 437 people, with an increase of 898 yuan per household.

**3.4 Land circulation** The circulation area of household contractual management rights in the county is 16 256.67 ha, accounting for 50.27% of the total household contracted area of 32 335.27 ha. Land is mainly transferred to major planting and breeding households, farmers' professional cooperatives, companies (enterprises) and so on. It helps 31 424 people from 8 572 registered poor households, with an increase of 1 541 yuan per household.

### 4 Successful experience of the model of " Party branch + " in promoting industrial poverty alleviation

#### 4.1 Party building and poverty alleviation promotion model and "Party branch + " full coverage

Taking the Party branch as the core, the enterprise (cooperative, industrial base) as the support, the registered poor household as the main body, enriching people and developing village as the purpose, it uses the "Party branch + ", to establish a close association of Party branches, enterprises, cooperatives and poor households, and form a good pattern of cooperation, interaction and win-win situation between Party building and poverty alleviation work guided by Party branches, promoted by enterprises and cooperatives, led by Party members and with the participation of the masses. It has made great efforts to construct the working mechanism of rural Party building to promote development, increase income and help get rid of poverty, effectively give full play to the role of Party branches as the core, and achieve the "double promotion" of rural Party building work and poverty alleviation work. The Yilong Village Committee of Tangzi Street relies on the Lanya breeding professional cooperative and adopts the model of "Party branch + cooperative + rural household". Poor households voluntarily use help funds to buy shares in cooperatives to carry out local chicken breeding with Xundian characteristics, and each year 10% of the equity funds are paid to poor households as a dividend of the year. Part of the funds for dividends shall be given by cooperatives to poor households in the form of providing chicks or bred chickens at 90% of the market price. Cooperatives are responsible for information technology and training in breeding production of poor households, guide poor households in scientific breeding, prevent diseases and improve the quality of breeding. Local chickens (eggs) raised by poor households can be sold on their own, or they can be purchased by cooperatives at a protective price. If poor households have no conditions to raise chickens by themselves, the dividends shall be paid directly. The term of cooperation is three years, and after the cooperation expires, the poor households will choose whether to continue to cooperate or not. For the poor households that do not cooperate, the share capital

should be returned unconditionally and in full, with a share of 7 000 yuan per household and an annual dividend of 700 yuan. At 20 yuan per chicken for 50 d, each household can raise 35 chickens. After half a year of raising, each chicken can be sold for 150 yuan, with an income of 5 250 yuan, and it can be recycled twice a year, thus enjoying the fruits of industrial development, which has now covered 121 poor households.

**4.2 Enterprise help mode to achieve full coverage** Industrial development is the core of getting rid of poverty. Xundian integrates the existing industrial enterprises, cooperatives and major farmers in Xundian County. Through cooperation to help poor villages and poor households, it allows each poor administrative village to have at least one leading industry, so that all the registered poor households can participate, leading to a steady increase in income. According to the situation of the registered poor households, it combines self-development with help and drive, adopts the guidance of the government, and takes the poor households as the main body. At the same time, it is based on the willingness of poor households and enterprises to develop together. Industrial poverty alleviation uses four kinds of assistance models (direct support, capital investment, cooperative management, cross-regional support) to carry out in-depth development, with enterprises' help to the registered poor households to achieve full coverage. It adopts the mode of direct support and cooperative management, led by the Party branch, with the help enterprises providing technical assistance to the registered poor households engaged in planting and breeding. It can also adopt the mode of capital investment, and the registered poor households will voluntarily invest 7 000 yuan of industrial support funds in enterprises. Every year, enterprises pay dividends to the registered poor households according to 10% of the profits of the shares. Three years later, the enterprise will return the principal of 7 000 yuan for the registered poor households, and the poor households can also continue to buy shares and get dividends. It has realized the conversion of industrial poverty alleviation funds into stock funds, poor households turn into shareholders, leading enterprises bear risks and ensure the safety and value-added of poverty alleviation funds, and there will be benefits within three years. At the same time, the registered poor households carry out land circulation, go out to work, and achieve "1 + 1 = N" (namely "capital investment + labor = equity dividend + land circulation + working income increase"), to achieve poverty alleviation featured by "blood creation".

Liushao Township Wandanping Planting Professional Cooperative explores the collective economic model of land investment and cooperative management. Members of the cooperative take the land to buy a share and will receive a transfer fee of 15 000 yuan per hectare for land ownership at the beginning of the year, and a dividend of 3 000 – 6 000 yuan/ha after the sale of seed potatoes at the end of the year. There are three types of cooperation patterns. (i) When young and middle-aged people go out to work, families lacking labor force choose to invest in the cooperatives, sign a three-year equity agreement at a time, and get a dividend

based on 10% of the equity funds at the end of the year. 41 registered households in the planning area adopt land transfer to buy shares in cooperatives, and will have the land rental income at the beginning of the year, and get a dividend at the end of the year. (ii) Families with labor and large land area choose to buy high-quality seed potatoes from cooperatives, develop their own production and increase their income. (iii) Families with labor, but not large land area, choose to purchase part of the seed potatoes for their own production, and some of the funds will be invested in the cooperatives. According to the actual situation of the registered poor households in the village, each village committee chooses the suitable cooperation mode to increase the production and income of the poor households.

**4.3 The model of incentive for leading enterprises** It supports the leading enterprises that drive more than 50 registered poor households to buy shares, effectively inspires the enthusiasm of enterprises to help the poor, promotes the development of industry, promotes the increase of income and poverty reduction, and realizes the interest connection mechanism between enterprises and poor households.

**4.4 Income insurance model** The province first created profit (income) insurance for pig, beef cattle and goat breeding, created new varieties of insurance, and opened up a new situation in which finance enhanced the industry to help the poor. In 2017, there were 71 insured enterprises, with a total insurance cost of 2.563 7 million yuan and an insurance cost of 51.27 million yuan, which reduced the risk of production and operation and the capital risk of registered poor households. As of December 2017, the county profit (income) insurance was completed and effective, with a total of 71 insured enterprises, including 26 beef cattle enterprises, 38 pig enterprises, and 7 goat enterprises. 71 enterprises have helped a total of 6 698 registered poor households, 21 926 people in the development of industry to increase income and get rid of poverty. The total insurance cost of the county was 2.563 657 5 million yuan, the county finance was responsible for the insurance premium of 1.794 560 25 million yuan, the enterprise was responsible for the insurance premium of 769 097.25 yuan, and the total insurance amount was 51.273 15 million yuan.

## 5 Popularization and application measures for the model of "Party branch + " to promote industrial poverty alleviation

China has made achievements in accurate poverty alleviation for many years, but there are also problems. Although with the support of all sectors of society and a large amount of financial investment in poverty alleviation, the economy of poor areas has developed rapidly and the income of farmers has increased, but from the absolute number of poor people and regional development gap, the task of poverty alleviation in China is still arduous. It is necessary to carry out the model of "Party branch + " to help the industrial poverty alleviation, introduce industrial poverty alleviation into the construction of Party organizations, and give full play to the

advantages of such activities as "striving for five stars", "vanguard index of Party members" and "red cell project", and gradually build a new Party building network system of red cells, red bases, and precision poverty alleviation<sup>[8]</sup>. It is necessary to speed up the construction of the main Party organizations for accurate poverty alleviation under the new situation, promote the deep integration of Party branches and industrial poverty alleviation, and stimulate the internal driving force of the integration of the two, so that the cause of getting rid of poverty in poor mountainous areas can get twice the result with half the effort, and form a typical model that can be used for reference and popularized.

**5.1 Fully integrating resources to achieve breakthroughs in Party building and poverty alleviation** On the whole, there are many policies and funds involved in the fight against poverty, but in reality, due to the institutional mechanism, poverty alleviation resources are scattered in various departments, making rural poverty alleviation inadequate. Therefore, it is necessary to strengthen the unity of poverty alleviation resources, establish the concept of "one game of chess" in promoting Party building and poverty alleviation, give full play to organizational advantages, pay attention to the integration of projects, funds, manpower, and policies, and concentrate on tackling key problems, and make accurate efforts to ensure that the benefits of poverty alleviation are maximized<sup>[9]</sup>.

**5.2 Improving the existing system and mechanism of "Party branch + " in poverty-stricken areas to help industrial poverty alleviation** As a long-term and systematic project, poverty alleviation and development should be promoted for a long time, and perfecting the system and mechanism is an important guarantee. Only by formulating a scientific guarantee mechanism, incentive mechanism, responsibility mechanism and evaluation mechanism, promoting Party organizations at all levels to consciously fulfill their political responsibilities and take the initiative to stimulate the internal driving force for decisive victory in decisive battles, can we ensure the normal strength and long-term force for poverty alleviation and tackling key problems. The imperfect legal system and the "Party branch + " promotion mechanism for the industrial poverty alleviation cannot yet help to establish farmers' trust in this work. It is necessary to keep up with the pace of reform in time and establish and improve the system and mechanism, improve the participation of farmers, and share the fruits of the reform<sup>[10]</sup>.

**5.3 Enriching the mode and method of "Party branch + " to promote industrial poverty alleviation** Party organizations in border minority poverty-stricken areas should give full play to their organizational advantages, organizational functions and organizational strength, scientifically formulate development plans, tap local superior resources, select target industries, and build characteristic brands. It is necessary to increase the intensity of attracting investment, integrate project funds, innovate and explore a variety of "Party branches + " to help industrial poverty alleviation, develop anti-poverty industries in line with local conditions, and thoroughly and meticulously assess the risks of industri-

al development, respect the dominant position of the masses, vigorously develop industries, and provide strong support for farmers to get rid of poverty and become rich<sup>[11]</sup>.

**5.4 Giving full play to the vanguard and exemplary role of Party members and stimulating the endogenous motivation of poor households** The promotion of mass thinking requires Party members and comrades to give full play to their own demonstration and guidance, and the enthusiasm for industrial development also needs to give full play to the vanguard and exemplary role of Party members and Party organizations. It is necessary to continue to carry out the normalization of the work of the first secretary entering villages and households, institutionalize the propaganda of advanced ideas, strive to change the lazy habits, actively help establish the consciousness of getting rid of poverty by relying on themselves, give full play to the subjective initiative of poor households, and improve the enthusiasm of poor people for industrial development, so as to realize the full opening of the internal power and firepower of poor households.

**5.5 Giving full play to the strong backing role of grass-roots Party organizations in industrial poverty alleviation** It is better to offer not fruit but tools and methods. "Blood transfusion" poverty alleviation is not a long-term solution. How to realize the "blood creation" self-poverty alleviation of poor households is the top priority for the accurate industrial poverty alleviation. Therefore, it is urgent to give full play to the strong backing role of grass-roots Party organizations, emphasize the participation of the elements of land and labor owned by poor households, and truly construct a mechanism of multi-subject and multi-factor participation, so as to realize the tapping of their own potential. Driven by the Party organization, it is necessary to build the entity framework of helping industrial development, farmers either take land to buy shares, work on the spot or use their own land to develop the industry, and actively participate in production in order to achieve long-term sustainable development<sup>[12]</sup>.

## References

- [1] WU SM. New requirements of targeted poverty alleviation for "finance + " [J]. *Modern Marketing*, 2016, 10(6): 248. (in Chinese).
- [2] XI JP. To resolutely fight against poverty through development [J]. *The Construction of the Old Revolutionary Area*, 2015, 1(1): 2. (in Chinese).
- [3] General Office of the CPC Central Committee, General Office of the State Council. Opinions on promoting rural poverty alleviation and development through innovative mechanisms [N]. *People's Daily*, 2014-01-26(1). (in Chinese).
- [4] YANG RY, ZHAN WH, QIAN Q, *et al.* The model of poverty alleviation and income growth by developing plateau-characterized agriculture and its achievements analysis in Yunnan Province: A case study in Midu County, Dali Bai Autonomous Prefecture [J]. *Agricultural Science & Technology*, 2017, 18(4): 744 - 746, 752.
- [5] YANG ZS, YANG RY, HE YB, *et al.* Industrial poverty alleviation model in southwestern high-altitude mountainous areas of China: A case study of industrial poverty alleviation of Xueshan Township in Luquan County of Yunnan Province through planting *Codonopsis pilosula* [J]. *Asian Agricultural Research*, 2019, 11(3): 48 - 54.

