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Analysis on the Present Situation of Targeted Poverty Alleviation in Rural Areas under the Idea of "Party Building + County Sage or Worthy": A Case Study of Qianshan Village, Ganlu Town, Gongqingcheng City of Jiangxi Province

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Abstract From the reform and opening-up policy until now, targeted poverty alleviation in rural areas has always been regarded as a major and arduous task in China, and it strives to achieve the goal of national poverty alleviation by 2020. To firmly win the strong war of overcoming poverty and realize new leap of targeted poverty alleviation in rural areas, Qianshan Village, Ganlu Town, Gongqingcheng City of Jiangxi Province establishes party building projects with rural characteristics by surrounding action of "overcoming poverty and attacking strong poverty" and taking "party building + county sage or worthy" as link. It uses county sage or worthy to drive development of rural industry, and establishes a complete poverty alleviation mechanism, thereby making poor households get rid of poverty, become rich, and embark on the road of well-off society. In this paper, opportunities and challenges in targeted poverty alleviation work of Qianshan Village are analyzed, and corresponding countermeasures and suggestions are proposed.

Key words Targeted poverty alleviation, Poverty alleviation, Party building + county sage or worthy, Qianshan Village

1 Introduction

In the report of the Nineteenth National Congress of the Party, General Secretary Xi Jinping put forward that it should mobilize the whole party, the whole country and the whole society, and adhere to targeted poverty alleviation and elimination. Moreover, it points out that poverty alleviation should combine with the support of aspiration and wisdom, and it mainly helps poverty alleviation in key poverty-stricken areas. It strives to realize task of poverty alleviation for poor population by 2020, and poverty-stricken counties take off their hats to get rid of real poverty^[1].

Targeted poverty alleviation indicates implementing accurate identification, support and management for poverty alleviation target by using reasonable model and establishing a sound poverty alleviation mechanism according to different environments of poverty-stricken areas and living conditions of impoverished residents^[2]. In Qianshan Village, it always adheres to that poverty-stricken households and support organizations should continuously innovate assistance measures for accurate identification, support and management according to local conditions. Moreover, it establishes a complete poverty alleviation model, sufficiently plays the role of "party building + county sage or worthy", promotes the culture of county sage or worthy, and mobilizes the enthusiasm of party members. Characteristic industry of Qianshan Village is developed to drive poor households to win the battle against poverty and ensure that assistance work really brings its value into play.

2 Current situation of poverty alleviation in Qianshan Village

2.1 Geographical location and village distribution Qianshan Village is in northwest of Ganlu Town, Gongqingcheng City, Jiujiang City of Jiangxi Province, and area under its jurisdiction is 9 km², in which cultivated land 4.5 km², hilly area 7 km², and water area 3.8 km². It belongs to typical hilly landform. In Qianshan Village, there are 486 households, and total population reaches 2 130. New village is composed of 14 natural villages and 18 villager groups. Their income is mainly from aquaculture and planting industry.

2.2 The idea of "party building + county sage or worthy" targeted poverty alleviation going deep into people's hearts To widely attract county sage or worthy to impel target poverty alleviation, Qianshan Village of Ganlu Town actively guides "party building + county sage or worthy" personnel to commonly participate in work of poverty alleviation in the whole city, and strives to form combining resultant force to overcome poverty. It continuously innovates the model of "party building + county sage or worthy", and establishes the idea of "party building + county sage or worthy", and explores new work model of "party building + county sage or worthy" poverty alleviation, thereby initially realizing organic unity of party building and county sage or worthy, and impelling benign and interactive development of poverty alleviation industries. Qianshan Village party branch establishes 3 party groups, and there are 38 party members in total, in which 3 party members with financial difficulties, 4 party members below 35 years old, 19 party members aged 35 – 60 years old, 15 party

members above 60 years old, 2 moving party members, and 5 cadres of the village "two committees". In Qianshan Village, it continuously perfects grass-roots village-level party organization system, and impels transfer of party organization center to grass-roots level. It helps village committee of each poor village to improve their poverty alleviation system and efficiency, and makes the idea of "party building + county sage or worthy" be deeply rooted in the hearts and minds of the people.

2.3 Innovating poverty alleviation method and work model

Under the guidance of "party building + county sage or worthy" idea and encouraging of government spirit, poor residents in Qianshan Village start to accept the hard course from blood transfusion and exchange to hematopoiesis. Qianshan Village responds to the idea that poverty alleviation first aids to the will, and poverty alleviation necessary aids to the wisdom, actively integrates the resources of county sage or worthy, and gathers the poverty alleviation force of the government and enterprises. Different supporting measures are taken according to different poor residents, and poverty-stricken residents' ability to eliminate poverty and get rich is improved from employment, education, industry, ideology, *etc.*, to strive to realize the goal of a well-off life.

2.3.1 Premise of targeted poverty alleviation: accurate identification. Via screening of certain procedure, poor households at different levels are identified, and then actions such as scale control, graded responsibility, precise assistance, investigation and tracking are taken. According to requirements for state and provincial documentation and card establishment, Qianshan Village adheres to strict standard and procedure, grasps organizational help, enters villages and households for verification, builds archives and cards from village to household, implements "looking back" work, improves the dynamic management mechanism of poverty alleviation exit, fills in the form manual, and inputs data, thereby realizing information management. It adheres to accurate identification in place, which could lay the foundation for accurate assistance.

2.3.2 Key of targeted poverty alleviation: accurate assistance. After poor households are identified, responsible secretaries and different assistance measures are set by village committee according to poverty situation of poor residents. For accurate assistance method, it should adhere to government assistance initiatives, from village to household and person, implement policies according to specific conditions, guarantee funds to household and person, and carry out cadre assistance. The measures of assistance contain educational assistance: enjoying education poverty alleviation policy, and subsidizing the completion of studies, *etc.*; health assistance: enjoying health poverty alleviation reimbursement policy and chronic disease rescue policy; social assistance: mobilizing the social forces such as the township sages to help; financial assistance: microfinance policy; industry assistance: village committee distributing chicks, ducks and pigs, *etc.*, and helping marketing; employment assistance: providing public welfare posts, and supporting, encouraging and helping doing odd jobs to improve income; policy-based bottom-up, contribution of

new rural cooperative medical system and new rural insurance, medical supplementary insurance for major diseases; sharing subsistence allowances; enhancing the support of wisdom and aspiration, caring for children's education and carrying out micro-wish activities; carrying out holiday visits.

2.3.3 Assurance of targeted poverty alleviation: accurate management. Accurate management indicates tracking management of information archives of poverty-stricken residents with documentation card. The responsible secretary should follow up the assistance situation of the poor residents and visit the poor families regularly. The ministry of supervision carries out real-time and accurate poverty alleviation monitoring, to ensure that poor residents obtain effective assistance. The implementation of accurate management needs doing a good job in information management of poor residents, archiving and card management, transparent operation management, poverty alleviation management, *etc.*

2.4 Effectiveness of poverty alleviation Since 2006, cement roads were paved in all villages of Qianshan Village under high attention and strong support of Ganlu Town party committee and government, and total length reaches more than 20 km. Under careful advocacy and assistance of Civil Affairs Bureau of Gongqing Development Zone, Qianshan Village Community Service Center taking service for the people as work responsibility, adjusting industry structure, and developing characteristic is established. Among them, 48 m² of multifunctional conference room and library are convenient for meeting of village representatives. To solve employment, three brickyards, two wood processing plants, a calcium carbonate plant, two medium-sized pig farms and egg farms are established. It really increases villagers' income, makes that the whole village can enjoy community service, and forms community service center and village community volunteer association, which promotes the construction of rural community organization network as a whole.

Xu Qin is beneficiary of "party building + county sage or worthy" targeted poverty alleviation policy. Via poverty alleviation channels of industry, education, employment and health, 15 000 yuan of funds for industrial poverty alleviation projects were put in place in 2016, with an additional income of 4 500 yuan. In 2017, chicken raise increased 5 000 yuan of income. From 2018 to now, assistance on breeding continues to be provided, and 1 500 yuan of assistance is provided by working in Jiuling Wine Industry. Children accepted policy guarantee of poverty alleviation through education, and family conditions are gradually improving.

3 Problems in poverty alleviation in Qianshan Village

In the battle against poverty, major breakthroughs have been made in targeted poverty alleviation work under the model of "party building + county sage or worthy" in Qianshan Village, which fights the first shot for the poor families in Qianshan Village to enter a well-off life. But targeted poverty alleviation work should not only improve living condition of individual poor household but also change social environment of poor residents, to realize strategy of

sustainable development. There are some problems in targeted poverty alleviation work of Qianshan Village.

3.1 Lagged infrastructure and development of social undertakings Qianshan Village belongs to hilly landform, with worse terrain, and it belongs to suburban areas of the city. In remote area, traffic infrastructure is backward, and there is only one-way cement road, which restricts economic development in Qianshan Village. Inconvenient traffic causes that people's medical treatment and children's schooling problems have not been improved. There is a school bus in kindergarten, but children in elementary school have to ride their parents to and from school, which causes certain load for family. Additionally, the communication of some poor residents is not guaranteed, and the propaganda of basic cultural construction in rural areas is not in place, and agricultural production infrastructure needs to be solved. These basic problems seriously affect economic development in Qianshan Village. To realize targeted poverty alleviation policy of "party building + county sage or worthy" in rural areas, it needs starting from rural infrastructure, containing road construction, communication facilities, basic cultural construction, agricultural production equipment, and environment. The best guarantee of realizing rural targeted poverty alleviation policy is promoting sustainable development of rural economy.

3.2 Lagged ideological education, and the phenomenon of returning to poverty easy to occur It should improve rural environment and increase education intensity. Xi Jinping pointed out that "poverty alleviation first helps wisdom"^[4]. In Qianshan Village, poor residents' ideological education is backward, and overall education level of villagers is low, causing that their visual fields are limited. After completion of compulsory education and even unfinished compulsory education, some poor residents choose to give up study independently, get into the society early to earn money, and work in the farm or go out to work. It could not fundamentally change economic situation of poor households by singly depending on government's "blood transfusion" poverty alleviation policy. Government's direct assistance policy could make that poor households with backward ideas rely too much on the government and generate the idea of dependent work, which seriously hinders government's targeted poverty alleviation work. Poverty alleviation is not only the satisfaction of material needs, but also the sublimation of ideological education. It should transfer from the idea of "wanting me to eliminate poverty" to the idea of "I want to get rid of poverty", making that every poor household has the determination to get rid of poverty and the confidence that they can get rid of poverty, and fundamentally preventing and controlling "poverty alleviation disease" by vigorous poverty alleviation^[4].

Poor residents with backward ideological education are easy to have the phenomenon of returning to poverty. Self-economic conditions of some poor residents are unstable. After receiving poverty alleviation, they are out of poverty, but haven't taken root yet, causing that they return to poverty again. This part of population have been out of the national poverty alleviation list, but actu-

ally they are still in poverty stage. In poverty alleviation work, there is not corresponding policy on the population, which is a difficult problem for poverty alleviation work.

3.3 Single poverty organization and weak county sage or worthy team Assistance projects for poor households by village committee of Qianshan Village are mostly from government, county sage or worthy, and individual enterprise, and it lacks the supports of foreign units and social organizations. Additionally, county sage or worthy team is limited, and it needs constructing new and stronger county sage or worthy team, which could better mobilize villagers' initiative to participate in rural affairs and improve the cohesion of grass-roots people. To realize China dream of winning the strong war of overcoming poverty and building a well-off society in an all-round way, it could not depend on single organization, and must realize diversified cooperation mechanism, mobilize all mobilizable forces, and sufficiently use social organizations, enterprises, institutions, charities and other forces. Now it is the strategic opportunity period for poverty alleviation, and poverty alleviation work needs the joint efforts of the whole society. It must develop "multiple legs" walking, and implement targeted poverty alleviation policy in Qianshan Village.

4 Suggestions of perfecting targeted poverty alleviation of "party building + county sage or worthy" in Qianshan Village

4.1 Enhancing infrastructure to guarantee needs of rural cause development It should enhance infrastructure, and effective channel of impelling stable and lasting development of rural industry is guaranteeing needs of rural industry development. If you want to be rich, you should build a road first. It should accelerate road construction of Qianshan Village, to guarantee villagers' daily travel demand, realize effective connection of road between poverty-stricken village and county, decline logistics cost of rural entrepreneurship, and accelerate mutual operation of rural economy and urban economy. Second, it should enhance Internet construction in Qianshan Village, and improve optical fiber communication speed and network coverage area, thereby providing network guarantee for the industry development of Qianshan Village. Meanwhile, it should enhance propaganda of network importance, making villagers understand the importance of Internet to their life. Poverty alleviation workers should correctly guide villagers to use network, and sufficiently play the role of network in poverty alleviation. Finally, it should enhance whole environment construction of village. Since Qianshan Village belongs to hilly landform, with lower terrain, and most poor households have just completed the transformation of dangerous houses, construction waste in villages should be cleaned up in time. With promotion of waste classification policy, village committee should enhance villagers' environmental protection consciousness, and keep the village clean and tidy. Only in a good environment can talents be retained, avoiding vicious circle caused by human capital outflow in rural areas. Therefore, rural areas should devote themselves to building

beautiful countryside.

4.2 Poverty alleviation first helping wisdom, and improving ideological education for poor families

The solution of rural poverty problem needs starting from poverty causes of villagers, and poverty is gotten rid of from the source of wisdom. Scanning the economic levels of all countries throughout the world, it could be found that educational level is proportional to income level. The research by Fan Gensheng *et al.* displays that education investment has the maximum effect on poverty alleviation, and it will lift nine people out of poverty when increasing by 10 000 yuan^[5]. Poverty alleviation work should be done well from below aspects. First, construction of basic education. It should improve teaching environment and resources, and increase input of teacher resources and equipment in rural poor areas, which could guarantee that children and adolescents in poverty-stricken areas could accept formal education, and make students get rid of the poverty from the past generation via learning. Second, it should improve thoughts of poor residents and ability to become rich, and construct thought of becoming rich and the concept of sustainable development of poor residents. Third, it should carry out skill training, take "party building + county sage or worthy" as link, plan rural resources as a whole, sufficiently play the power of county sage or worthy, drive the development of skills training for poor residents in Qianshan Village, solve the blind spot of poor residents and difficulties in the transfer and employment of surplus labor force, and eliminate the appearance of the phenomenon of returning to poverty.

4.3 Enlarging county sage or worthy team, and developing diversified poverty alleviation

On theoretical research, many scholars combine social work with targeted poverty alleviation for discussion. By playing the assistance effect of social work on poor farmers, the governance objective of targeted poverty alleviation is realized^[6]. In targeted poverty alleviation work, China's government always plays a leading role, but the government's financial and human resources alone are not enough to support the needs of poverty alleviation in rural areas. Therefore, government should introduce diversified subjects such as social organizations, rural elites, fund organizations and enterprises to join in poverty alleviation. It should open up multiple channels and establish incentive and guarantee mechanisms, especially encourage enterprises to join in poverty alleviation, give policy support such as tax reduction and exemption for poverty alleviation enterprises, commend outstanding donors, and expand the participation of all sectors of society in poverty alleviation and other channels. Under targeted poverty alleviation background of "party building + county sage or worthy", Qianshan Village has obtained lots of achievements, and broken through many difficult problems, and local characterization of Qianshan Village is sufficiently played. Therefore, it is imperative to strengthen the ranks of township talents and continue to help poverty alleviation. First, it should find county sage or wor-

thy and establish archives. Second, county sage or worthy platform and home are established. Third, county sage or worthy activity is aroused, and culture is promoted. On the one hand, a batch of good county sage or worthy team supports beautiful rural construction in terms of material and financial resources, which could lead villagers to prosper and become wealthy together on the road of well-off society. On the other hand, they set an example in the countryside and lead the countryside forward with the expertise and entrepreneurial experience. Finally, they return to their native land, lead the rural construction and foster civilized rural customs, so that the socialist core values are deeply rooted in Qianshan Village.

5 Conclusions

The power of "party building + county sage or worthy" truly affects the life of poor residents in Qianshan Village, while targeted poverty alleviation model of "party building + county sage or worthy" going deep in the basic units will provide guarantee for future development. As one of poor villages in Gongqingcheng City, targeted poverty alleviation situation in Qianshan Village is a miniature of that in Gongqingcheng City. Therefore, the implementation of targeted poverty alleviation work of "party building + county sage or worthy" in Qianshan Village is a long way to go. Poverty alleviation work of Qianshan Village is a systemic engineering, as well as a protracted war, but also a battle against fortifications. Targeted poverty alleviation construction is not accomplished overnight, but takes a long time to accomplish, one year after another, one thing after another, and always adheres to the relay of "party building + county sage or worthy". Finally, it will achieve targeted poverty alleviation in rural areas and win the battle for targeted poverty alleviation.

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