

## Research on Anti-Poverty Strategies At Grassroots Level in Ethnic Areas in Post-Poverty-Relief Era

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**Abstract:** 2020 is an important time node for China to build a well-off society in an all-round way and eliminate absolute poverty. In the post-poverty alleviation era, the emergence of a new pattern requires a new anti-poverty strategy and a new development direction. Ganzi Tibetan Autonomous Region of Sichuan Province belongs to the ethnic autonomous region, and 2020 will also be the 70th anniversary of the founding of Ganzi Prefecture. At present, all 18 poverty-stricken counties in the whole state have been lifted out of poverty. How to consolidate the achievements of poverty alleviation for a long time after poverty alleviation, how to formulate a sustainable long-term anti-poverty mechanism and prepare for the implementation of the rural revitalization strategy are the most important issues in the current research stage. This paper takes kangding city, Ganzi Prefecture, Sichuan Province as an example. Because of the homogeneity of poor villages in kangding city, this paper chooses YC village and YL village in kangding city to conduct field research. Summarize the measures and effects of precision poverty alleviation, analyze the challenges and reasons of anti-poverty in rural areas of kangding city in the post-poverty era, and explore and study the long-term mechanism of anti-poverty sustainable development at the grass-roots level in ethnic areas and the implementation path of rural revitalization strategy.

### 1. Introduction

2020 will be the final year of China's fight against poverty, but will the poverty problem cease to exist after the full implementation of poverty alleviation in 2020? No, there are still many remaining tasks to be solved after the poverty-stricken counties take off their hats. The important task after poverty alleviation is to consolidate the achievements of poverty alleviation for a long time. Formulate a sustainable long-term anti-poverty mechanism and prepare for the rural revitalization strategy and the goal of common prosperity. Next, the poverty problem will become a daily local work. The focus of the work is not to get rid of poverty, nor will we devote a lot of manpower, material resources and financial resources to focus on it. In other words, at present and in the future, the country's poverty alleviation work will gradually turn to solving the relative poverty problems in various regions, and the specific ways to solve the poverty problems will also change from focusing on tackling the problems before to advancing normally. As a result, China's rural poverty will enter a "post-poverty alleviation era" characterized by transformational secondary poverty and relative poverty. In the post-poverty-relief era, the actual poverty situation in rural areas will no longer be measured simply from the perspective of disposable income and Engel coefficient, and the rural poverty problem should change from mainly solving income poverty to solving multidimensional poverty. Then, in the post-poverty era, how can we ensure the poverty-stricken households to get rid of poverty and prevent the phenomenon of returning to poverty? According to the logic of "asking questions-combining theories-analyzing problems-exploring reasons-proposing countermeasures", this paper takes kangding city, Ganzi Prefecture, Sichuan Province as the research object to explore and think about the above problems.

### 2. Measures and Achievements of Precision Poverty Alleviation in Rural Areas of Kangding City

Before 2014, there were 54 poverty-stricken villages and 2,904 poverty-stricken households with 11,196 people in Kangding city. On April 29th, 2019, with the approval of the provincial government, Kangding city withdrew from the poverty-stricken counties, and Kangding city achieved poverty alleviation and stable poverty alleviation.

## **2.1 Kangding City Poverty Alleviation Measures**

### **2.1.1 Industrial Support to Increase Income**

First, Kangding city vigorously implemented poverty alleviation in the agricultural industry, built a fruit base with Morchella, Chinese herbal medicines, organic vegetables, black highland barley, strawberries, apples and Xiantao as the main products, and formed a multi-integrated characteristic product base of grain, oil, fruit, fungus, tea and medicine. At the same time, a number of professional cooperatives were set up to promote the deep processing of agricultural products, increase the added value and increase farmers' output and income. Second, efforts should be made to promote accurate poverty alleviation in the tourism industry, and local cultures in Kangding, such as Kangding love song culture, Tusi Guanzhai culture, Yutong culture, etc. At the same time, rural revitalization demonstration projects should be launched to build Kangyang Valley of Dadu River, and the city's tourism revenue will reach 3 billion yuan in 2019.

### **2.1.2 Counterpart Aid Development**

As counterpart support units of Kangding city, the East-West Poverty Alleviation Cooperation of Guangdong Province, Dujiangyan counterpart support, United Front Work Department of the Provincial Party Committee, Sichuan University for Nationalities and Sichuan Datang International Ganzi Hydropower Development Co., Ltd. fully exerted their advantages in resources, funds and talents to help Kangding city people increase production and income in all directions, and successively invested 225 million yuan in various assistance funds and 68 aid projects. Six leading enterprises, such as Lanyi Plateau Food Co., Ltd. and Dongbo Wine Co., Ltd., settled in and led a number of industrial projects to land, and 18 local agricultural special products enterprises "borrowed boats to go out to sea", which effectively solved the problem of "quality without brand, brand without market".

### **2.1.3 Ideological Support "Ambition" is a Strong Driving Force**

Help the poor first, and resolutely implement the "eight-no-help" poverty alleviation orientation: implement the "rest-help" policy for eight categories of people who don't love the motherland, don't obey the law, don't know how to be grateful, don't honor harmony, don't be honest and trustworthy, eat lazy, hang prohibited portraits, and abandon school to enter temples, promote socialist core values throughout the city, publicize moral models, good deeds around them and other typical figures, and create a model that advocates advanced, abides by promises. Realize the transformation from "I want to get rid of poverty" to "I want to get rid of poverty".

## **2.2 The Effectiveness of Poverty Alleviation in Kangding City**

### **2.2.1 Strengthen Education Security and Effectively Block Intergenerational Transmission of Poverty.**

In the long run, poverty eradication is fundamentally inseparable from education, and it is necessary to give priority to education, improve the education level of poor people and enhance their self-development ability, so as to further increase their employment and development opportunities. Kangding city has further implemented the 15-year free policy and the education subsidy policy. In recent years, it has cashed in more than 12 million yuan of education poverty relief fund, benefiting more than 7,000 poor students.

### **2.2.2 Strengthen Medical Security and Effectively Control the Risk of Returning to Poverty.**

Among the risks of returning to poverty, the people are most worried about returning to poverty due to diseases. Kangding city has fully implemented the "Healthy Kangding" campaign. By the end

of 2020, the basic medical insurance rate of the masses has reached 100%, and the personal payment ratio of medical expenses of poor households is controlled within 5%.

### **2.2.3 Strengthen the Security of Benefiting the People and Effectively Increase the Happiness Index of People's Lives.**

Focus on the people's livelihood and implement the policy of benefiting the people. The “three hundred” goals of water, electricity and communication have been achieved, with 100% coverage of safe drinking water, 100% coverage of domestic electricity and 100% coverage of village-to-village communication in all administrative villages. Increase the investment of Huimin funds. Cash in the poverty minimum guarantee fund of 14.0292 million yuan, grass subsidy fund of 164 million yuan, forest subsidy fund of 208 million yuan, returning farmland to forests fund of 60.16 million yuan, poor support fund of 19.711 million yuan, and extend 2,375 micro-credit loans of 108 million yuan. People's living standards have been continuously improved, and people's happiness index has been continuously rising.

## **3. The Challenges and Reasons of Anti-Poverty in Rural Areas of Kangding City in the Post-Poverty Era**

Although kangding city has achieved good results in the fight against poverty, the author found some hidden problems in the process of field investigation in YC village and YL village in kangding city, which also shows that these problems will lead to unstable results of poverty alleviation and become the risk point of returning to poverty. Therefore, it is necessary to further study the challenges and reasons of anti-poverty in kangding city in the post-poverty era.

### **3.1 Weak Sense of Employment, Serious Mental Poverty**

The so-called mental poverty refers to the mental disorder and mental relaxation in thought, action, values and way of thinking caused by some factors, although an individual or group can meet the basic survival needs. The spiritual performance of the relatively poor groups is mainly the inherent way of thinking in thought and lazy behavior in action. Anti-poverty in the initial process of “blood transfusion”, which directly provides material assistance, is slowly transformed into “hematopoietic”, which promotes the endogenous motivation of poor households. The values of poor households are gradually solidified in the long-term poverty environment, and they are unwilling to work, which further breeds their lazy thoughts.

Material poverty can cause spiritual poverty under certain conditions, but material poverty can also inspire people to forge ahead under certain conditions, and spiritual poverty often leads people into material poverty. To a certain extent, poverty can erode people's will bit by bit, destroy people's ideals, and make people stagnate, so that people will fall into a vicious circle of poverty spiritually. The focus of solving the spiritual poverty lies in solving people's basic spiritual needs. For example, the relatively poor people in YC village can't use smart phones, and their ability to accept new technologies is poor. The elderly in rural areas lack spiritual companionship from their families, which leads to the low self-happiness of the elderly in rural areas and their lack of passion for life, thus leading to the tendency of mental poverty among the elderly. In the investigation, it was found that some idle people in YC village would rather sleep by playing cards than grow vegetables and fields. Although some people have got rid of poverty, they still follow bad habits. In the rural areas of kangding city, the young and middle-aged labor force has moved to the cities on a large scale, and teenagers and children often stay in their hometown in the countryside, and these teenagers and children have different degrees of psychological problems. Emotional lack and lack of family companionship cause left-behind children to have a certain degree of personality defects and psychological barriers, thus showing the tendency of left-behind children's mental poverty.

### **3.2 Lack of Theoretical Skills, Knowledge Poverty Exists**

The so-called knowledge poverty means that most people will devote their time and energy to knowledge learning in their youth. However, with the continuous progress of society, knowledge

learning can't effectively overflow the economic benefits of knowledge to a certain extent, but it leads to their poverty in life to a certain extent. This poverty phenomenon caused by knowledge is called knowledge poverty. For example, in rural areas of Kangding City, most people put their time and energy into their studies, but when they return from their studies, they find that there is a mismatch between their major and their job requirements. As a result of social transformation, the professional knowledge they have learned can not be properly applied in practice. This is also due to the blind obedience of many people in professional choice and the lack of their own position orientation. There is a disconnect between the teaching major and the demand of market employment in colleges and universities, and almost many people are looking for jobs across majors. What they have learned can't change their material life, but it is a phenomenon of knowledge poverty. There are a large number of unemployed young people in rural areas of Kangding City. Due to the lack of knowledge and skills, they can't find the corresponding competent jobs in big cities, so they go back to their hometown to take the exam for civil servants or institutions. However, in recent years, the army of public examinations has doubled, and the difficulty of getting the exam has greatly increased, which has increased the number of unemployed young people in rural areas. In the process of research, some people have failed to get the exam for five years, but still decided to continue to take the exam, which will undoubtedly aggravate the poverty of family life to a certain extent.

### **3.3 The Economic Foundation is Not Solid, and the Risk of Returning to Poverty is High.**

Since the implementation of anti-poverty work in ethnic areas, the best driving force to promote its development is the production in ethnic areas. Industry. It is the "cornerstone" of national economy and the most basic and dynamic factor. But the national industry There are still many unpredictable factors and risks in development. Most of the poverty alleviation projects in the village are paid It is operated and managed by village cooperatives, but the management mode of rural cooperatives, as the newborn of the new era, is its manager. Members' educational level and ability level are mixed, cooperative management is loose, lacking certain brand support. right Lack of mature experience in "hematopoietic" poverty alleviation management methods and guiding ideas, and poor ability to cope with various unexpected risks. Low, leading to part of the "hematopoietic" poverty alleviation project died halfway, there is a certain risk of transfer. Initially cooperative It is the villagers who buy shares and participate in dividends according to the share of shares and the labor they have paid, which is very important for the lack of certain funds and Operating ability of poor households, is undoubtedly a good choice, but the newly established cooperative operating ability is relatively low. Weak, giving dividends to poor households in the form of shares, which seems to be asset appreciation, has not actually been converted into cash. Kim. Management is not in place, unable to cash dividends and repay loans, which makes industrial management prevention and control have certain risks. In addition to participating in business management by joining cooperatives and paying dividends, some farmers are self-employed. They are all engaged in small-scale planting and breeding industries, which are greatly influenced by the natural environment. Due to the small scale of self-operated industries, low technical content and level, lack of certain management ability and market sales, and weak management ability and risk prevention and control ability of self-operated farmers, once disasters occur, uncertain unexpected risks such as major diseases, natural disasters and man-made disasters will have a great impact on the production and sales of self-operated farmers. At the same time, the economic foundation of the poor groups is weak, and their ability to resist risks is insufficient. If the government's industrial poverty alleviation funds are not put in place in time, they are likely to fall into the whirlpool of risks and cannot resist the coming of risks.

## **4. The Main Suggestions and Countermeasures of Grassroots Anti-Poverty in Ethnic Areas**

### **4.1 To Strengthen the Idea of Employment, Adhere to the "Blood Transfusion" and "Hematopoietic" Simultaneously.**

Young adults and other people who can work in poverty-stricken areas are encouraged to be self-reliant. By creating industrial opportunities, poor households can enjoy the fruits of their own labor and open up a new road for rural development. In recent years, the Guiding Opinions on Developing Characteristic Industries in Poverty-stricken Areas to Promote Accurate Poverty Alleviation issued by the government once again emphasizes specific strategic arrangements, strengthens industrial poverty alleviation efforts, and enables poor villages to give full play to local characteristics and develop industries that are declared according to local conditions. Poverty-stricken areas should strengthen top-level design according to their own actual situation, combined with local characteristic resources, starting from the overall situation, mainly to build industrial poverty alleviation models formed by local characteristic industries, and the poverty alleviation models in each region will lead the poor people to participate in industrial development in different ways, thus leading to different industrial poverty alleviation models. However, the industrial poverty alleviation model is often a matter of opinion, with strong flexibility and characteristics, that is to say, there is no uniform standard. So far, the industrial models that have achieved good results can be summarized as follows: (1) Different types of industries: tourism, asset income, characteristic planting and breeding, forestry, photovoltaic, ecological agriculture, etc. (2) Different industrial organization modes: leading enterprises, professional cooperatives, e-commerce platforms and other “N+poor households” multi-participation governance modes; (3) The nature of industrial income is different: direct driving mode, employment income-generating mode, asset income mode, plus the mixed driving mode combining the above three modes.

The above four poverty alleviation models should be combined with local conditions and adapted to local conditions. However, in order to improve the sustainability of poverty alleviation effect, prevent the occurrence of poverty again, and at the same time, to make the poverty alleviation effect more stable and enhance the ability of poor people to resist risks, it is necessary to put the industrial poverty alleviation model first. Industrial poverty alleviation brings long-term development industries into the countryside, and the villagers take over the management and operation, so that the villagers can truly create and enjoy the fruits of labor to get rid of poverty and prevent the poor people from relying too much on government relief policies. Compared with the traditional model in the past, the new precision industry model is based on the actual situation in various regions, developing poverty alleviation industries with local characteristics, which can last for a long time and bring benefits, and enabling villagers to really participate in it, so that the efficiency of poverty alleviation can be greatly improved by exchanging labor for income.

#### **4.2 Construction of Employment Training System and Entrepreneurial Support System**

For grass-roots anti-poverty governance, the most fundamental thing is to enhance the endogenous motivation of rural population. According to him Their own development will, to give certain basic skills training, through improving the skills of grassroots rural population, increasing their competitiveness in the job market, enhancing their own development ability, giving them fishing, and promoting economic development through industrial development. From the level of grass-roots people's government, encourage grass-roots rural groups to actively participate in labor skills training and improve their cultural quality. The government can increase the support for human capital in financial expenditure, and cultivate and develop diverse talents. The establishment of the employment training system focuses on supporting the self-development ability of grass-roots people, giving full play to the unique advantages of employment training, and implementing the employment training talents from villages to households. Strengthen the establishment of the employment training system, support and train the corresponding technical talents, and the trained talents can directly train and lead the villagers, and solve the income problem of villagers, material poverty and more “spiritual poverty”. Encourage returnees to start their own businesses and provide certain financial and service support, increase jobs, and drive villagers to increase their collective income.

#### **4.3 The Establishment of Anti-Poverty Governance Collaborative Linkage Mechanism**

Establish a collaborative linkage mechanism among the government, society, market and farmers

themselves, in which farmers are the main body, mobilize farmers' anti-poverty enthusiasm and cultivate their self-struggle spirit and consciousness; The government plays a leading role in guiding the development and trend of industrial projects and providing poverty alleviation resources; However, the distribution efficiency of poverty alleviation resources needs to be determined by the market. If poverty alleviation resources are operated according to the market mechanism, the functions of the market can not be occupied by administrative means, and the risks and long-term benefits of the market should be fully taken into account. Only by reasonably coordinating the distribution of the relationship between the two resources can the resources play the greatest role. The society should pay attention to the role of social organizations and public welfare forces, and tilt business activities and public welfare expenditures to poor areas. Carry out public welfare projects to help the elderly and the disabled through volunteering, donations and other forms of help. At the same time, actively guide the market and society to work together to form a joint effort to prevent poverty and return to poverty.

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