

Research on Innovative Path of Precision Poverty Alleviation of Rural E-commerce under Rural Revitalization

Zhu Weiliang

JiangXi Open University, Nanchang, Jiangxi Province, 330006, China

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Abstract: Under the rural revitalization, the precise poverty alleviation of rural e-commerce still has corresponding problems in personnel allocation, infrastructure, logistics construction and so on, which must be paid attention to. This paper mainly from the current situation of rural e-commerce as a starting point, analyzes and studies the determinants and related issues of rural e-commerce, and proposes to build e-commerce training courses. In order to provide theoretical support for precise poverty alleviation of rural e-commerce, we should increase policy support, build agricultural-commercial interconnection, and increase infrastructure construction.

1. Introduction

In November 2017, Vice Premier Wang Yang stressed that training new farmers, promoting new technologies and promoting rural entrepreneurship and innovation are important measures to promote rural revitalization. E-commerce is an important means of precise poverty alleviation. Precision poverty alleviation through e-commerce is a new means and method for the revitalization of towns and villages. It helps to solve the problem of employment in poverty-stricken areas, promote characteristic agricultural products to higher and better distribution channels, promote rural transformation in poverty-stricken areas, and help farmers get out of poverty and become rich.

2. Precision Poverty Alleviation of Rural E-commerce

According to the “National County Digital Agriculture Rural E-commerce Development Report 2019”, the online retail quota of agricultural products in 2018 was led by Tmall and Taobao e-commerce, accounting for 75% of the market share, indicating that Tmall and Taobao platforms are the most popular e-commerce platforms used by farmers.

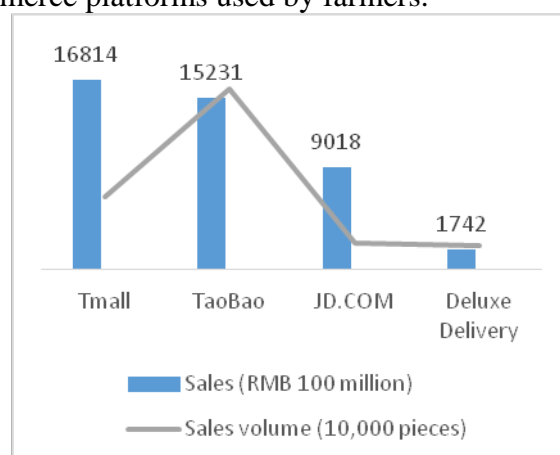


Fig. 1 Online Retail of Agricultural Products in 2018

In 2018, with the deepening of e-commerce poverty alleviation work, the development momentum of e-commerce in poverty-stricken counties is good. According to Euro data, the scale of e-commerce market in the top 100 poverty-stricken counties with network sales reached 61.68 billion yuan. The proportion of e-commerce market in all regions of the country is different, among which the western and northeastern regions are relatively backward.

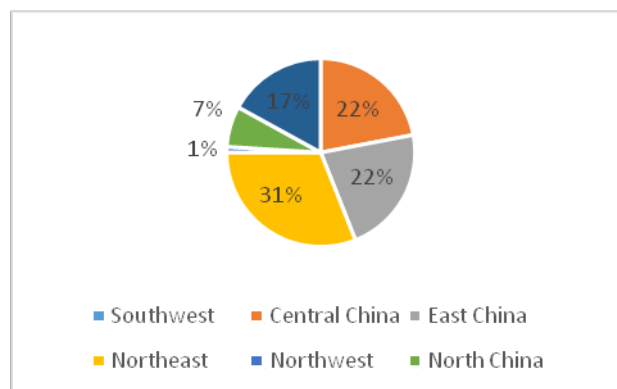


Fig. 2 Top 100 Poverty-stricken Counties Network Sales Distribution Map

Generally speaking, the rural e-commerce policy in China has been continuously promoted, the poverty alleviation policy has been implemented, and the county e-commerce facilities have been gradually improved. In 2018, the transaction volume of e-commerce is 3.163 billion yuan, of which 9.01 trillion yuan is online retail, 23.5 billion yuan is agricultural products, 463 trillion yuan is county retail, and 21.763 billion yuan is online sales of agricultural products (as shown in the figure 3). This shows that e-commerce of agricultural products is of great significance to the development of poverty-stricken counties.

Table 1 Comparisons of E-Commerce between Countries and Counties

	National (trillion)	County E-commerce (trillion)	Percentage (%)
Online Retail	9.01	4.63	51
Agricultural Products	2305	2176.3	94

Source: Euro data

3. Determinants of Precision Poverty Alleviation in Rural E-commerce

Which places are suitable to carry out precise poverty alleviation of rural e-commerce and which places have the ability to carry out rural e-commerce are the preconditions for poverty alleviation of rural e-commerce. Whether it meets the implementation conditions of rural e-commerce depends on whether it has regional characteristics of agricultural products, whether it has convenient transportation conditions, and whether it has a permanent intellectuals. Intellectuals are the internal driving force to develop rural e-commerce. Characteristic agricultural products are the basic conditions for the implementation of rural e-commerce. Convenient transportation is the key to the profitability of the implementation of rural e-commerce. Precise poverty alleviation of rural e-commerce is not achieved overnight, and long-term planning is needed, which is related to the telecommunication information conditions in poor areas. The development of rural e-commerce always takes the transportation hub as the center. If the transportation is inconvenient in poor areas, it will directly affect or even be difficult to carry out the implementation of rural e-commerce, increase the logistics cost, reduce the freshness of agricultural products, and weaken the profit-making effect of rural e-commerce. Therefore, not all rural areas are suitable for carrying out the precise poverty alleviation of rural e-commerce. We need to start from reality, increase the actual research in rural areas, implement it in accordance with local conditions, and promote the precise poverty alleviation of rural e-commerce. In other words, in order to carry out accurate poverty alleviation of rural e-commerce, it is necessary to strengthen the analysis of poverty-stricken areas, combine the characteristics of agricultural products, convenient transportation and talent construction factors, carry out accurate poverty alleviation layout of rural e-commerce, implement it in different levels, promote the development of rural e-commerce, and lead the masses to common prosperity.

4. Precision Poverty Alleviation of Rural E-commerce

The precise poverty alleviation of rural e-commerce mainly focuses on five aspects: first, farmers do not understand and apply e-commerce. E-commerce platform has promotion and use costs, coupled with online marketing means, resulting in farmers are reluctant to accept rural e-commerce. Second, e-commerce enterprises are not familiar with agricultural products. Fresh-keeping of agricultural products, transportation, quality and safety issues, business issues and other issues directly affect the pace of e-commerce enterprises to carry out e-commerce. Third, infrastructure issues. In poverty-stricken areas, infrastructure such as network, transportation, packaging, cold chain is not perfect enough, coupled with imperfect network layout, inadequate concentration of resources, and backward logistics distribution system, all affect the development of rural e-commerce. Fourth, the e-commerce system is not perfect. In poor areas, the packaging, distribution and acceptance of e-commerce for agricultural products have not yet established a standard system, and it is difficult to form a brand effect. Fifth, the quality and safety management is not in place. Agricultural products e-commerce has not yet established a unified health and safety standards, there are a large number of fake and inferior goods, affecting the physical and mental health of consumers.

As an important means of precise poverty alleviation, rural e-commerce is advancing continuously in poverty-stricken areas throughout the country, while the disadvantages of rural e-commerce are more obvious. Wang Xiaobing, deputy director of the Department of Market and Economic Information of the Ministry of Agriculture, has pointed out three major pain points, one of which is high cost input. Rural e-commerce cost is to reduce the intermediate link and simplify the sales process, but in practice, in order to meet the actual needs of consumers, the cost of agricultural product promotion, express delivery and after-sales service have increased, resulting in high total cost. Pain point two, no profitability. The vast majority of rural e-commerce companies do not make money, or even operate at a loss. Pain point three, the proliferation of fake goods. The lack of supervision of e-commerce, the existence of more fake and inferior goods in rural e-commerce, seriously affecting the implementation effect of rural e-commerce.

5. Innovative Path of Precision Poverty Alleviation for Rural E-commerce under Rural Revitalization

5.1 Setting up Training Course on Poverty Alleviation in E-commerce

The training course of poverty alleviation through e-commerce is to enhance the understanding and practical ability of farmers'e-commerce, and to promote the development and progress of e-commerce in rural areas. In November 2018, in order to implement the e-commerce precise poverty alleviation project, Huainan City conducted a series of training courses on rural e-commerce poverty alleviation in Jiagou Town, Panji District, and organized 100 poor households such as file-building and card-building for training. Training should be carried out in accordance with the principle of "high standard, earthing gas, emphasizing effectiveness and distinctive features", by means of case analysis, expert guidance, special discussion, interactive exchange and classified teaching. According to the actual situation in poor areas, training contents should be set up, the study of rural e-commerce theory and practice should be emphasized, and rural e-commerce Belt should be strengthened. Leader system, to lead the public into the field of e-commerce, in order to increase revenue. In order to ensure the development of rural e-commerce, poverty alleviation training courses should strengthen qualification recognition, adhere to practical training, attach importance to teamwork and increase e-commerce personnel training.

5.2 Strengthen the Construction of Rural E-commerce Infrastructure

In order to effectively promote the precise poverty alleviation of rural e-commerce, it is necessary to strengthen infrastructure construction and improve the linkage mechanism between production and marketing. To improve the sales scale of rural products, we should improve the logistics system, build e-commerce service stations in villages and towns, strengthen the training of

rural electric fans, deepen the rural e-commerce service projects, realize online and offline linkage, optimize the allocation of resources, promote urban-rural integration, and realize the two-way logistics between urban and rural areas. The two-way construction of logistics should start with rural e-commerce service stations, take logistics enterprises as agricultural products transfer stations, and transport agricultural products into the hands of urban consumers. At the same time, new technologies and equipment developed by cities can react to rural e-commerce, so as to promote the development and progress of rural e-commerce. The construction of rural e-commerce infrastructure lies in the two-way formation of logistics, which can provide poor households with entrepreneurial employment opportunities, increase the probability of farmers getting out of poverty and becoming rich, and help them to move towards a well-off life.

5.3 Increase government support for e-commerce

In order to better promote the development of rural e-commerce and achieve a high degree of integration of e-commerce and poverty alleviation, we should play the role of government agencies. In September 2018, the e-commerce public service center of Jingyuan County, Baiyin City, based on practice, carried out the “100 yuan gift package, love to help farmers” whole-network marketing and poverty alleviation activities, gathered the resources of the whole city, launched a key war for poverty alleviation and prosperity, and promoted the brand of Jingyuan wolfberry, jujube and other agricultural products. Staff said that the “100 Yuan love poverty alleviation package” focused on poverty alleviation, helping farmers to solve the problem of sales of high-quality agricultural products such as jujube and medlar, helping poor growers to speed up the pace of poverty alleviation, and ensuring that raw materials purchased by poor households accounted for more than 40%. Increased government support has helped to lift poverty out and become rich, break through the barriers of inconvenience in transportation and underdeveloped information in poor areas, and make green, environmentally friendly and pollution-free agricultural products flow out through commercial platforms, thus achieving economic benefits. Sixteen projects were signed on the day of the “100-yuan Love and Poverty Alleviation Gift Package” event, the amount of which was 108 million yuan, providing effective assistance for getting rich and getting rid of poverty. The government's support is to integrate e-commerce resources, meet the requirements of the Rural Revitalization strategy, give full play to the advantages of regional agricultural products, establish landmark agricultural products brand, and provide more employment opportunities for farmers. In other words, government e-commerce support is a long-term mechanism for rural e-commerce to get rid of poverty accurately. Its application in precise poverty alleviation projects is very desirable and helps to promote common prosperity.

5.4 Constructing Agricultural-Commercial Interconnection and Developing Market

Compared with other poverty-stricken areas, Baiyin City not only attaches importance to government support for rural e-commerce, but also organizes leading enterprises of agricultural products to visit large agricultural wholesale markets, relevant departments and enterprises in Beijing, Tianjin, Chengdu, Chongqing, Xi'an and Guangzhou in accordance with regional characteristics of agricultural products, agricultural product production and marketing alliances. Agriculture and Commerce interconnect and open up sales markets. This is because Baiyin City pays attention to cultivating regional brand and improving the influence of Baiyin specialty. Baiyin City attaches great importance to market research. According to market demand, it excavates and packages a number of main products for online marketing, such as Jingyuan medlar, lamb meat, black melon seeds, Shimen jujube and other “national brand” landmark products. At the same time, it combines regional characteristics, focusing on creating and screening Jingtai monk's head flour, Huining small miscellaneous grains and special high-quality fruit products. Famous and high-quality products such as agricultural products, with the help of network sales, to enhance farmers' income. From January to October 2018, Baiyin exported 14.332 million tons of agricultural products, with sales revenue of 3.135 billion yuan, of which 69.82 million tons were sold to Beijing, Tianjin and Hebei, with sales revenue of 1.079 billion yuan. As an offline and online linkage mechanism, agricultural-business interconnection can not only save the cost of agricultural products

sales, but also avoid the accumulation of agricultural products, effectively improve the transaction rate, and provide convenience for poverty alleviation and wealth.

5.5 Speed up the Full Coverage of Rural E-commerce Logistics

Poverty alleviation by e-commerce is an important way to get rid of poverty accurately. Relevant departments should seize the opportunity of accelerating the development of e-commerce from the reality, give full play to the rich and diverse resources advantages of agricultural products, and cultivate rural e-commerce into a new economic growth point. Around the docking of production and marketing, we should promote the sale of agricultural products, increase the income of poor households, enhance the driving force of industrial poverty alleviation, and win the battle against poverty. It is the “Internet +” mode that the rural electricity providers accurately help the poor. The direct docking between agricultural products and consumers reduces the intermediate links and promotes the value of agricultural products. In order to improve the online sales of agricultural products, on the one hand, the government should solve the problem that farmers do not understand and can not use electricity, organize personnel to strengthen the popularization of e-commerce knowledge and skills training, so that poor households can understand the operation process of e-commerce, play the leading role of farmers'professional cooperatives, leading enterprises, and guide poor households to participate in e-commerce. Establish regional e-commerce industry chain and enhance the value-added benefits of a variety of agricultural products. Secondly, starting from the actual situation, we should construct three-level service system functions, pay attention to information analysis, accelerate the full coverage of rural e-commerce logistics, and let agricultural products go out. With the basic tasks of operation, promotion, training, service and resource integration, we will provide unified value-added services such as source organization, purchase, order processing and packaging of agricultural products for special agricultural products operators, realize the two-way circulation functions of “industrial products going to the countryside” and “agricultural products entering the city”, and build a large data center for rural market services. Standardized rural stations and sites should be built to optimize the site layout and achieve full coverage. With the support of rural e-commerce and the advantages of township logistics location, we should strengthen the management of logistics warehousing, refrigeration of agricultural products, centralized sorting of express delivery, and effectively promote the quality and efficiency of e-commerce logistics.

6. Conclusion

Under the strategy of rural revitalization, precise poverty alleviation of rural e-commerce is a arduous task and a long-term means. Practice has proved that the precise poverty alleviation of rural e-commerce is feasible and effective, but there are also some problems, such as the imperfect infrastructure of rural e-commerce, the insufficient level of farmers'e-commerce, and the unfamiliarity of e-commerce enterprises with agricultural products. To achieve precise poverty alleviation, we must solve these problems. Through training to improve the level of farmers'e-commerce, through infrastructure construction to promote the integration of rural e-commerce, through policy support to promote common prosperity, through logistics coverage to accelerate the development of rural e-commerce, so as to make rural e-commerce go farther and faster.

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