

Discussion on Rural E-commerce Sustainable Development Approaches in the Background of Rural Revitalization Strategy

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Abstract: In the context of the rural revitalization strategy, promoting the development of rural e-commerce will play a positive role in rural economic development, promote agricultural transformation and upgrading, and promote all-round agricultural development. Based on this, from the perspective of rural revitalization, this article analyzes the current situation of rural e-commerce development and the problems existing in the development, and proposes corresponding strategies, hoping to provide some reference suggestions for the development of rural e-commerce in Yunnan.

1. Introduction

At present, socialism with Chinese characteristics has entered a new era, and the 19th National Congress of the Communist Party of China has proposed the implementation of a strategy for rural revitalization. In the No. 1 Central Document issued by the State Council, it was clearly stated that we must focus on solving the problem of agricultural product sales, improve the standard system for the development of e-commerce in agricultural products, promote the integration and development of rural primary, secondary, and tertiary industries, and accelerate the modernization of rural circulation. In recent years, as more policies have been adopted at the government level, more resources have been invested and deployed at the industry level, as well as the popularity of the Internet and the gradual improvement of rural infrastructure, the rapid and sustainable development of rural e-commerce has driven farmers to increase income, become rich, It plays an important role in promoting the transformation and upgrading of the rural economy and points out a new development path for rural economic development [1-3].

2. Development Status of Rural E-Commerce in Yunnan under the Background of Rural Revitalization Strategy

2.1 The Coordinated Advancement of Governments, Enterprises and Farmers has Enabled the Local Rural e-commerce to Achieve Initial Results

The online retail sales in Yunnan have grown rapidly, the total social retail sales have been improved continuously, enterprises engaged in online transactions have continued to increase, and the e-commerce development has begun to take shape. Through the joint efforts of local governments at all levels, relevant departments, and enterprises, the characteristic agricultural products e-commerce of each poverty-stricken county has grown vigorously, increasing the economic income of impoverished households in local agricultural bases. The poverty coverage in Yunnan has been greatly reduced, and urban and rural development has shown new changes in coordinated progress.

2.2 Enterprises have Actively Promoted the Online sales of Agricultural Products in Yunnan

Regarding the difficulty of the sales of agricultural products, major enterprises have actively

participated in the poverty alleviation. Taobao, Tmall, JD.com, Fresh Hema, Ele.me, Suning.com, Ule.com, Dahoo, Pinduoduo and other enterprises have opened poverty alleviation channels to create direct online sales of agricultural products in poverty-stricken areas. For example, Wenshan City, which sells agricultural products such as panax pseudo-ginseng on the Alibaba platform, ranked first among the "2016 Top 10 E-Commerce Poverty Alleviation Counties" released by AliResearch. In 2018, Alibaba's online sales of 109 landmark agricultural products in Yunnan exceeded RMB 4.4 billion. In the same year, the first batch of 26 rural revitalization and poverty alleviation brand stations were established, which helped the sales of agricultural products in Yunnan of nearly RMB 11 million through online activities from September 5 to September 10, assisted 760 impoverished households in records, and helped the online sales of 92 kinds of agricultural products in 26 counties. 1,000 households of farmers have been assisted with targeted poverty alleviation through the establishment of Yuanyang Red Rice Demonstration Base. Suning had helped the unsalable garlic of 300 tons in Yongsheng County, Yunnan, and established "E-commerce Poverty Alleviation Practical Training Shops" in four poverty-stricken counties, and established Chinese Characteristic Pavilion at the same time; Yunnan Agricultural University has publicized agricultural products through the platform of Pinduoduo [4]. JD.com has implemented a "one county, one museum, one product" to explore the targeted poverty alleviation mode, and has opened up an online sales path for farmers in poverty-stricken areas in Yunnan. Various e-commerce platforms and enterprises in Yunnan have made positive contributions to the poverty alleviation in poverty-stricken areas by virtue of their advantages.

2.3 All Regions Have Explored Rural E-Commerce Targeted Poverty Alleviation Modes and Pursued a New Way of Poverty Alleviation

Since the promulgation of the *Implementation Opinions of the General Office of the People's Government of Yunnan Province on Promoting the Rural E-commerce to Accelerate Its Development* in June 2016, focusing on serving the rural economic and social development, and helping the poverty alleviation, cities and counties have intensified the formulation of the implementation plans for the local rural e-commerce development and e-commerce targeted poverty alleviation. They have actively explored new modes of e-commerce targeted poverty alleviation that are suitable for the local advancement to promote to the online sales of agricultural products in poverty-stricken areas. For example, Wenshan has created open village-level e-commerce service stations, and 584 impoverished households in records have sold agricultural products of over RMB 4.7 million online [5-6]. In 2016 and 2018, the e-commerce transaction volume of Mile City exceeded RMB 300 million and RMB 500 million, and it has built a "party building + agricultural product e-commerce + poverty alleviation" mode to popularize e-commerce knowledge to the masses, help online shops develop online goods, and broaden sales channels of agricultural products. At the same time, e-commerce has helped the great-leap-forward development of tourism in Yunnan. For example, Yuanyang County has developed through the system of resource advantages such as terraces and folk culture, Wenshan Prefecture has effectively integrated Puzhehei Scenic Area with agricultural products of the impoverished households, and Binchuan County has combined the fruit industry with the tourism, exploring the typical experience of "e-commerce + rural and agricultural travel + poverty alleviation".

3. Value Embodiment of Rural E-Commerce in the Implementation of Rural Revitalization Strategy

3.1 Stabilize Employment, Promote Entrepreneurship, and Encourage Aspiring Young People to Return To Their Hometowns to Build Homes

Talents are the key for rural revitalization. "Only with talents can we make achievements and develop our career". The key to settle development issues and inspire innovation and vitality is to make better use of talents from all walks of life and assemble the best minds across the land and draw fully on their expertise. The development of rural e-commerce has attracted the return of lots

of talents, which has greatly promoted the employment and entrepreneurship of returnees. According to relevant data from the Ministry of Human Resources and Social Security of the People's Republic of China, according to the statistics of the *China Rural E-commerce Market Research Report in 2019Q1*, the retail sales in 2019Q1 were RMB 401.29 billion, with a month-over-month increase of 5.3% compared with that in the previous quarter. The number of Alibaba Taobao villages increased by over 4,000 in the four years of 2013-2019. The development of rural e-commerce has brought cultural, ambitious and responsible young people back to their hometowns, becoming a source of vitality for rural revitalization.

3.2 Promote the Connection between Supply and Demand, and Reduce Market Information Asymmetry

The development of rural e-commerce has improved the information connection between supply and demand. Sales of industrial products in the countryside and sales of agricultural products in the city are carried out simultaneously. Through the Internet, farmers learn about the development trend of agricultural products market, market supply and demand information and price trends, and dynamically master the products, output and production mode in the next year, and filter and absorb valuable information in the network to achieve the purpose of eliminating the information gap between industry and market and deepening the reform of the agricultural supply side. Flower farmers in some parts of Yunnan province have used mobile phone APPs for farming to understand the dynamics of the flower market on the same day and analyze the flower market through big data on the APP side, and make research decisions on planting flower varieties, labor input, planting area, capital budget, etc. significantly promoting product innovation, and process simplification, effectively reducing costs, and improving benefits.

The industry prosperity is the key to the rural revitalization, which is also the main mean for poverty alleviation. The rural e-commerce has changed the problem of "small, scattered and weak" agricultural production. Through establishing cooperatives, cultivating leading enterprises, family farms, and developing manor economics, and other ways, farmers are organized to pursue the "large-scale, cooperative, standardized and professional" road of joint venture, and cooperative production. Binchuan Overseas Chinese Farm Agricultural Science and Technology Development Co., Ltd. uses the Internet to enhance cultivation technologies, cultivate the triploid varieties through the grafting of grapes and raisins, and uses Tmall, Taobao and other e-commerce platforms to broaden sales channels to provide luxury fruit in the high-quality fruit industry for large supermarkets and enterprises. Through adopting the "company + base + impoverished households" mode, the company provides funds and technologies, while the impoverished households provide farmlands and labor, driving the application and upgrading of 30,000 mu of grape cultivation in Binchuan.

3.3 Build Brands and Enhance the Value of Agricultural Products

The brand building effectively enhances the value of agricultural products. Through the integration of resources such as media and merchants through e-commerce, relevant online activities are planned to make a high-quality agricultural product into a "smash" to promote the online sales of high-quality agricultural products. Base on this, the industrial chain has been continuously deepened and regional agricultural brands are gradually built. Mile City in Yunnan Province has given full play to its brand and technical advantages, packaged and promoted a group of featured best bets, and played the card of "plateau characteristics" well. Starting from making products and improving service system, the city has focused on creating "Mile Sugar", "Mile Goods", "Mile Embroidery" and other standardized, refined, and featured plateau characteristic series of agricultural products.

4. The main Problems in the Development of Rural e-commerce in Yunnan Province

4.1 Rural e-Commerce Awareness Needs to be improved

Rural e-commerce in Yunnan started late, and there is still the situation that it does not understand the grasp of the new thing of e-commerce, it does not dare to grasp it and does not know how to grasp it. For most people, whether rural e-commerce can be done well, whether there is any policy support, there are few cases around them, and they have a wait-and-see attitude towards rural e-commerce. Their awareness needs to be raised, and action needs to be taken.

4.2 Rural e-Commerce promotion Mechanism Needs to be Improved Urgently

Rural e-commerce lacks of planning development and promotion in various parts of Yunnan. A survey shows that less than 64.02% of the counties (cities and districts) in Yunnan have formulated implementation plans for rural e-commerce development, and as many as 35.98% of townships and towns have not established local rural e-commerce work organizations. As the main body of implementation and promotion, the top-level design at the county level lags behind, and there is a lack of guarantee of supporting policies and funds. And the towns and villages under their jurisdiction have failed to effectively open up the work situation.

4.3 There is a Big Gap in e-Commerce Talents at All Levels

There is a shortage of e-commerce talents in counties and cities, and it is difficult to introduce and keep talents from places outside the region, and local e-commerce talents cannot be trained. On the one hand, due to the lack of e-commerce knowledge at the leadership level, it is easy to have the situation of insufficient attention, unscientific planning and weak promotion; on the other hand, the specific implementation personnel are basically learning while doing, therefore, their vision and thinking are not broad enough, thus taking wrong turns along the way. Service providers have failed to play their expected role. In some places, due to the limitations of service providers, the performance of brand building, services, etc. was flat, and the input and output are disproportionate.

4.4 The Rural Infrastructure Support is Insufficient

In recent years, Yunnan has strongly implemented the construction of infrastructure in rural areas such as roads, electricity, telephone networks, cable TV networks, and the Internet, which has greatly improved the production and living conditions in the vast rural areas. However, there are still the following problems. The first is that the Internet coverage is incomplete. It is quite common that in many remote rural areas, the networks are still inaccessible and the quality is poor. The second is that most rural areas in the province have high mountains and steep slopes. The traffic conditions need to be improved, and transportation costs are high. The third is that the problem of the last one mile of logistics is relatively prominent. There are few outlets of logistics enterprises in remote and impoverished mountainous areas. The efficiency is low, the logistics cost is high and the cold chain logistics construction is insufficient.

4.5 The Exploitation of Resource Advantages is Not in Place, and the Strength of Online Sales Brands is Insufficient

Many agricultural products are basically self-produced and self-consumed. No advantageous and leading industries have been cultivated and few brands have been built with good reputation and high recognition. Many high-quality specialty agricultural products with high nutritional value and great development potential are "in a remote place that is not known to outsiders". Even the people have many "treasures" at home; they still suffer from poverty while having good resources. The insufficient exploitation of local resource advantages, the shaping of brand connotation, and the refinement of selling points, and the shortage of creativity in the packaging design, and the insufficient marketing investment all lead to the "no brand, no packaging, no one knows" situation of multiple high-quality characteristic agricultural products.

4.6 Inadequate Transformation of the Production and Management System Restricts the Online Sales of Agricultural Products

The industry scale is small and the market share is low. "The carriage cannot carry all the products, while the trucks have no enough products to carry", which is the current situation of the

scale of agricultural products in most areas in Yunnan. The industry is seriously homogenized and lacks competitiveness. Most agricultural products are available in this place and in that place, which are the so-called "there are everything, everything is good, but everything is few". The extension of the industrial chain lags behind and the added value of products is low. The construction of agricultural products quality standard system and traceability system lags behind, and the quality of the agricultural products sold on line cannot be guaranteed.

5. The path of Sustainable Development of Rural e-commerce in Yunnan from the Perspective of Rural Revitalization

5.1 Improve Understanding and Thinking and Form a Working Pattern of Up and Down Coordination

In view of some cadres' fear of difficulties, wait and see, and negative response to rural e-commerce, ideological education and guidance should be strengthened to enable county, township, and village cadres to fully realize the long-term role and significance of rural e-commerce and enhance the active awareness of developing rural e-commerce and ensure that the key links such as organizational leadership, work security, implementation plan and evaluation and assessment are not missing. Through the method such as the driving of leading enterprises of e-commerce, capable brains of e-commerce and publicity, the e-commerce awareness and innovation consciousness of the people should be established. And the farmers should be enabled to sell the self-produced agricultural products without leaving the village.

5.2 Strengthen the Top-level Design and Take Actions after Planning

The development of e-commerce in Yunnan should be planned according to the "a game of chess" of the whole province. The investment in e-commerce should be increased to make it better serve the economic and social development of the whole province. The development thinking of regional e-commerce should be strengthened; the provincial and county-level e-commerce, rural e-commerce, cross-border e-commerce and e-commerce poverty alleviation work should be planned as a whole, and should be planned under the general background of "Belt and Road" construction. Relevant policy supporting measures should be formulated and improved to optimize the development environment. Policies and capital guarantee should be strengthened to attract powerful enterprises and excellent talents to invest and do businesses in Yunnan. A work coordination mechanism should be established to implement responsibilities in place. A leading group and working organization with the party and government leading officials as the team leader should be established, the functions and responsibilities of relevant departments should be clarified, the work should be deployed in place, the responsibilities should be implemented in place, and the policy guarantee should be put in place to effectively solve the problem that "the superiors are positive while the inferiors are passive" in the development of rural e-commerce.

5.3 Talents Training Should be placed in A More Prominent Position to Solve the Restriction of Shortage of Rural E-Commerce Talents

The capabilities of leading cadres to develop new economies should be improved. Relying on the scientific design content of authoritative institutions, the Internet economy training should be carried out to main decision makers from the perspective of strategic thinking and planning. The e-commerce knowledge training for county-level relevant departments, township and village cadres should be strengthened, and research on Internet economy should be increased. Relevant resources in the province should be integrated relying on local colleges and universities, and in-depth research should be carried out on the development of rural e-commerce and e-commerce poverty alleviation in the province through the introduction of high-end talents, and the leading role of think tanks should be played. Targeted training should be implemented and a strong "Internet team" should be cultivated. Resources should be integrated and targeted efforts should be made to solve the multi-head training and repeated training. Oriented by demands and problems, classified and hierarchical

training should be carried out to improve the e-commerce capabilities of poverty alleviation department personnel, industry experts, leaders of leading enterprises, heads of professional cooperatives, and grassroots entrepreneurs.

5.4 Lay Out the "Three Networks" Well to Break Through Development Bottlenecks

The construction of broadband networks should be strengthened to lay out the "Internet" well. The investment should be further increased. Focusing on poverty-stricken counties, townships, and villages, special funds should be listed, and the construction progress of broadband networks and information service stations should be accelerated by optimizing policies and inviting investment. The investment in road traffic should be increased to lay out the "traffic network" well. The construction of the rural traffic network should form a closed loop road between townships and towns and villages, the road network should be scientifically planned, the road width and safety measures should be reasonably determined, and the layout of rural passenger bus lines, and the bearing safety of logistics transportation should be taken into consideration as a whole, giving consideration to both the benefits and the long-term development. The construction of the logistics system should be accelerated to lay out the "logistics network" well. Local logistics enterprises should be cultivated, and powerful logistics enterprises should be introduced to improve the local logistics system. Distribution centers at county and township levels should be built, and measures should be taken while integrating and using the existing resources of rural passenger transportation, postal services, supply and marketing, individual transportation operators and so on, and routes and outlets should be optimized, and the difficulty of "the last one mile, and the last one hundred meters" should be solved through the terminal of "cooperating with others" to extend the logistics and express to "villages and households".

5.5 Cultivate the dominant Leading Industry, and Cultivate Strong Online Goods Brand

In the cultivation of industries, the advantages of leading enterprises and cooperatives should be given full play, production technologies and standards should be standardized, and information technology and the Internet should be used to carry out real-time monitoring and updating of product quality to ensure product safety and quality, and resources of local characteristic products should be exploited, and local characteristic brands should be mainly promoted. Brands of agricultural products with influence such as Mile Red Wine and Brown Sugar, Wenshan Panax Pseudo-ginseng, Yuanyang Red Rice, Chuxiong Wild Mushroom, Binchuan Grape, Mengzi Pomegranate, Chenggong Cut-Flower, and Yangbi Walnut. More efforts should be made in brand building, deep processing of agricultural products, and online marketing. Successful experience and practices should be promoted, and the formulation and introduction of standards for the quality, grading, product packaging, and business specifications of local agricultural products suitable for e-commerce should be intensified to promote "standardization, scaling and branding".

5.6 Adjust the Structure and Transform the Mode to Promote the Online Sales of Agricultural Products

Innovate mechanism and conduct large-scale operation. The capital should be converted into shares and the villagers should be converted into shareholders through land shareholding, labor shareholding and capital shareholding, and the poor should be included in the industrial system to share the benefits of industrial development. The regional layout of agricultural products should be optimized and coordinated development should be carried out. The structural reforms on the agricultural supply side should be mainly promoted, the industrial layout should be adjusted and optimized, the dominant leading industries should be cultivated, efforts should be made on "adjusting the structure, adjusting the green mode, adjusting the new system, and adjusting the market", and new functions of increases in incomes should be cultivated. Relying on the implementation of the "Internet+" strategy, the creation of new industries should be actively promoted, and new potentials for development should be cultivated. A complete industrial chain should be built, and a new agricultural form should be restructured. The planting industry should be optimized mainly, the aquaculture industry should be adjusted, the processing industry should be

improved, the sales industry should be enhanced, and the rural tourism should be developed to break the old pattern that agriculture only focused on one industry and integrate the primary, secondary, and tertiary industries, integrate the upstream, middle and downstream industries, and promote the mutual promotion of production, supply and marketing, and build an industrial form that conforms to the development trend of agricultural modernization.

5.7 Open up Wider for Going Forward, and Vigorously Promote the Cross-Border Export of Agricultural Products

Taking advantage of the geographical advantages of Yunnan's proximity to South Asia and Southeast Asia, policy support and tax preference should be provided to vigorously promote the export of agricultural products with plateau characteristics of Yunnan. By virtue of the special plateau climate, resource characteristics, market capacity and regional characteristics of Yunnan, well-known brands should be built, personalized packaging should be refined, and secondary processing should be deepened to enable more agricultural products hidden in the poverty-stricken areas to go abroad, promote the sustainability of the production and export of characteristic agricultural products, improve the international competitiveness of Yunnan's agricultural products, and win the battle against poverty alleviation in Yunnan.

6. Conclusion

General Secretary Xi Jinping has emphasized that we should not ignore agriculture, forget farmers and be indifferent to rural areas at any time; If China wants to be strong, agriculture must be strong. If China wants to be beautiful, the countryside must be beautiful. If China wants to get rich, the farmers must get rich. Rural undertakings are the top priority of the party's undertakings and the foundation of the country's economic development. Only when rural areas are developed can the construction of various undertakings in China be effectively promoted. Rural e-commerce, as an emerging economic product, has great advantages and has achieved rapid development. In the future development practice, it is necessary to focus on promoting the development of rural e-commerce to enable it to become an innovative path in the rural revitalization strategy, and write a new chapter of strong agricultural, rich farmers and beautiful countryside.

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