Targeted Poverty Alleviation Strategy in the Sprint Stage of Changde City Based on the Big Data

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Abstract: In the era of the information explosion, big data is profoundly changing the traditional political life, economic production and social ecology of human beings. Information transmission is the core elements of political technology. The application and promotion of big data has become an irreversible global trend. Big data provides a good opportunity for the targeted identification of poor households, the targeted selection and assignment of cadres, the targeted implementation of planning and the targeted supervision of the government in the practice of targeted poverty alleviation. Based on the author's learning and practical experience, this work first analyzed the obstacles to targeted poverty alleviation in rural areas of Changde City, then discussed the new opportunities of targeted poverty alleviation under the background of big data, and finally put forward the direction of the targeted poverty alleviation work under the thought of big data.

1. Introduction

The total population of Changde City is more than 6.2 million, and the agricultural population is more than 4 million, accounting for nearly two-thirds of the total population. Therefore, it is of great significance to get rid of poverty and to become rich in rural areas, which is related to the overall situation of tackling key problems in poverty alleviation work of Changde City. The popularization and development of Internet technology is one of the main driving forces of the development of social productive forces at present, while informatization and digitization are also important directions to promote standardized and scientific social governance, especially in the field of poverty management. Targeted identification is the premise of carrying out targeted poverty alleviation work [1]. Collecting all the external environment and the internal information of the poor population in the poverty alleviation area, summarizing and evaluating in big data platform to form the reference of the identification index of the poor population can ensure the targeted positioning of the poverty alleviation object [2].

2. Obstacles to the Targeted Poverty Alleviation in the Rural Area of Changde City

2.1. The Rural Situation is Too Complex to be Identified Accurately.

The premise and key of targeted poverty alleviation work is to identify accurately. Only by accurately identifying poor peasant households can the efficiency and sustainability of poverty alleviation work be ensured. Changde Municipal Party Committee and Municipal Government attach great importance to the work of poverty alleviation, and require the poverty alleviation team to establish files of the identified poor households, however, from the perspective of implementation effect, there exists the phenomenon that many poor households are not identified accurately. Practice has proved that the absolute poor population is easy to identified, but the relatively poor population is difficult to be defined. Firstly, rigid standards for the definition of poor households are lacked, and counties and villages have not issued a suitable local index system for measuring and defining poor peasant household. It is common that poor people and poor households are decided by village cadres [3]. Therefore, there exists the phenomena of "relative

households" and "favor households" when determining poor households. Secondly, a strict and unified method is lacked to measure the real income of poor households. Thirdly, it is difficult to accurately define the phenomenon of returning to poverty.

2.2. Transformation of Rural Labor Force Hinders the Effective Implementation of Targeted Poverty Alleviation.

In Changde city, the "dual" structure of urban and rural areas is serious. In recent years, a large amount of rural labor force has transferred to the town, resulting the hollow phenomenon of rural areas. The rural labor capital is generally insufficient, and the economic development is weak, which restricts the project implementation of targeted poverty alleviation. It is often lacking enough people to participate in the implementation of targeted identification and assistance projects, so the poverty alleviation objects are not democratic and fair enough. According to the survey, among the assistance projects formulated by the Municipal Government for the poor households, many poverty assistance projects are difficult to implement due to the lack of sufficient labor force, resulting in the poor implementation effect of many assistance projects and waste of poverty alleviation resources [4].

2.3. Backward Ideology of Poor Peasant Households Restricts the Effective Implementation of Targeted Poverty Alleviation.

At present, there are mainly two backward ideas, one is that the poor households are the symbol of "useless" or "poverty", and the poor peasant households who have such ideas often take the initiative to give up the application for poverty quota; the other is that receiving state poverty subsidies can be a shortcut to becoming rich. This group of population with this concept will use various ways to compete for poverty alleviation resources, and once they obtain poverty alleviation resources, they always want to occupy for a long time, so their enthusiasm and initiative to get rid of poverty are not strong [5]. These two concepts of regarding "poor households" as a shame and regarding government poverty subsidy as a shortcut to getting rich greatly suppress the effective development of targeted poverty alleviation work.

2.4. Insufficient Poverty Alleviation Force Leads to Inapparent Working Effect of Stationing in Villages.

The rural areas of Changde City have adopted the way of cadres stationing in the village to promote targeted poverty alleviation, but practice has found that the members of the poverty alleviation team set up in the villages are basically the staff from the poverty alleviation office and governmental agencies [6]. Due to the extreme shortage of personnel in the poverty alleviation office, the staffing of poverty alleviation personnel cannot match the intensity of work. In addition, most of the cadres stationed in the village are only temporarily drawn from different departments, so they lack performance tracking and assessment. However, the targeted poverty alleviation work is a long-term project, and it is indeed difficult to require the cadres stationed in the village to make achievements in the short term.

3. New Opportunities for Targeted Poverty Alleviation Under the Background of Big Data

3.1. Big Data is Conductive to Identifying Accurately the Poor Households.

Big data poverty alleviation is a new model of poverty reduction, poverty alleviation and poverty control that adapts to the new normal of Chinese society. In the practice of extensive poverty alleviation, the identification of poor households is often limited by labor force, financial and material resources. The grass-roots government used to adopt the method of manual data collection and sampling survey to identify poor households, however, this extensive identification method is bound to deviate from the information of the poor households, which leads to the inaccurate target of the government poverty alleviation, and real poor households can not enjoy the relevant support given by the state [7]. In the big data era, the government can obtain a large amount of data based on the Internet of things, cloud computing and other technologies, which is different from the

previous ways. It has changed the insufficient analysis of sample data in the past, analyze and evaluate comprehensively all kinds of indicators data for poor households (such as average annual income of family members, family housing status, health status and children education status) through establishing a file card for poor households. Publicizing the data within the prescribed time can ensure the accurate identification of the poor households, which not only prevents the concealment and falsification of the data, but also greatly improves the effectiveness of poverty alleviation based on big data.

3.2. Big Data is Conductive to Selecting and Assigning Cadres Accurately.

The primary problem of targeted poverty alleviation is to meet the needs of the poor to the maximum extent. Through a dynamic poverty information system or a database, the needs of the poor can be analyzed and understood deeply. Selecting the "first secretary" or "professional secretary" can give full play to the advantages of poverty alleviation cadres. Through cloud computing, the Internet of things and big data platform, the government should not only establish a database of poverty alleviation objects, but also establish a database of poverty alleviation cadres, and it should also update the two databases in a timely manner [8]. Within a certain period of time, evaluating and considering cadres and objects of comprehensively can ensure the professionalism of the cadres team of poverty alleviation, and improve the "hats removal" of poor villages and lifting out of poverty. In addition, through analyzing poverty alleviation big data, the government can also organize special training on industry and employment poverty alleviation business, such as cultivating professional cooperatives of "enterprises and poor households", organizing training courses on agricultural knowledge, and broadening the export channels of rural surplus labor force. In short, applying big data to the selection and training of cadres is the two basic links of counterpart assistance work, which provide a strong organizational guarantee for the solid promotion of targeted poverty alleviation and targeted assistance in big data era.

3.3. Big Data is Conducive to Implementing Plan Accurately.

After accurately identifying the basic information of poor households through big data, how to accurately implement the government's poverty alleviation planning based on local conditions has become the most difficult problem for poverty alleviation cadres. Under the background of big data, the government must use "big data" thought, master "big data" technology and popularize "big data" knowledge to deeply study all aspects of the poor, develop characteristic industries that meet the needs of the local market according to the reality of poor areas, then effectively plan and accurately implement policies in the process of promoting targeted poverty alleviation practice.

4. The Direction of Targeted Poverty Alleviation Under the Big Data Thought

4.1. Breaking Through the Existing Poverty Alleviation Methods at the Technical Level and Enhancing the Informatization Level in Poor Areas.

There are certain gaps between poor areas and developed areas in terms of economic development, policy understanding, research and development funds and talent introduction. The state needs to strengthen its policy guidance to poor areas, speed up the introduction of policies conducive to the development of poor areas and implement them into practice. Through fiscal subsidies, tax relief and other means, the government should truly benefit the public with development achievements, so as to guide poor areas to use their existing resources to explore new development paths and to enhance the autonomy of development.

4.2. Cultivating and Introducing Professionals for Poverty Alleviation and Development.

The basic quality and thinking height of poverty alleviation staff will directly affect the work of poverty alleviation in poor areas. Their policy publicity and technical guidance can improve the promotion of relevant information and technology to the greatest extent. Both the state and the local authorities should vigorously support and pay attention to the introduction and training of professionals for poverty alleviation and development, and improve their professional level and

ability to solve practical problems through vocational skills training and policy theory publicity, so as to lay a solid professional foundation for poverty alleviation work.

4.3. Realizing the Dynamic Supervision of Targeted Poverty Alleviation Work.

On the one hand, file cards should be set up for the poor, and the collection and management of resources in poor areas should be carried out with the management mode step by step of people, households and villages. The evaluation work should be constantly strengthened, and the basic data of big data platform should be improved [9]. On the other hand, departments, specific business personnel, finance and materials related to poverty alleviation work can be divided into categories in the management system, so as to lay a solid foundation for the further development of the effective docking between "supply" and "demand".

5. Summary

In the field of poverty alleviation, applying big data into targeted poverty alleviation is a new direction of poverty alleviation and development at present, which is different from the traditional extensive poverty alleviation. It uses big data to realize the targeted identification, targeted assistance and targeted management of poverty alleviation objects. Targeted identification is the premise of carrying out targeted poverty alleviation work. Through collecting all the external environment and the internal information of the poor population in the poverty alleviation areas, summarizing and evaluating on the big data platform to form a reference for the identification index of the poor population can ensure the accurate positioning of the poverty alleviation objects.

Acknowledgement

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