

# **Research on Targeted Poverty Alleviation Innovation Model of Rural e-Commerce from the Perspective of “Internet Plus”--- a Case Study of Rural Shaanxi**

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**Abstract:** At Present, “Internet Plus” Has Been Successfully Incorporated into the National Development Strategy. in Order to Implement the Targeted Poverty Alleviation Policy Formulated by the State in Poor Areas, the State Combines “Internet +” with e-Commerce to Find New Ways to Get Rid of Poverty by Establishing an Emerging Business Model, Which is to Reduce the Number of Rural Poor Population in the Shortest Time. the Poor Rural Areas Have Relatively Backward Infrastructure and Low Education Level, Which Leads to the Continuous Development of Targeted Poverty Alleviation through e-Commerce in Rural Areas. Taking Rural Shaanxi as an Example, This Paper Studies the Development of Targeted Poverty Alleviation through e-Commerce in Rural Shaanxi, Finds out the Existing Problems, and Proposes Practical and Scientific Strategies to Innovate the Targeted Poverty Alleviation Model in Rural Shaanxi.

## **1. Introduction**

China Attaches Increasing Importance to Targeted Poverty Alleviation in Rural Areas, and Calls for Lifting All Rural Poor People out of Poverty by 2020. in Order to Achieve Continuous and Sustainable Development of Targeted Poverty Alleviation in Rural Areas, It is Necessary to Carry out Effective Exploration on Its Poverty Alleviation Mode and Find the Most Suitable, Fastest and Most Efficient Poverty Alleviation Mode. in the Process of Exploration, It is Found That the Poverty Alleviation Model of e-Commerce Has Become One of the Most Effective Poverty Alleviation Models, Which Can Improve Rural Economic Income and Further Reduce the Number of Poor Rural Population. “Internet Plus” Plays a Great Role in Promoting Targeted Poverty Alleviation. Traditional Way of Rural Poverty Alleviation is Basically Funding is Given Priority to, through This Way Can the Fastest Speed Will Be the Lowest Poverty Line, But Only Rely on Government Funding for Such Way is Not a Long-Term Solution, Need to Source from the General Thought of Liberation, Open Up a New Way of Poverty Alleviation, Prompting Rural Poverty Population to Be Able to Rely on Own Efforts to Get Rid of Poverty. the Targeted Poverty Alleviation Model Combined with “Internet Plus” and e-Commerce Can Play an Extremely Important Role in Promoting the Economic Development of Rural Areas in Shaanxi and Realize the Continuous Reduction of Rural Poor Population in Rural Areas in Shaanxi.

## **2. Foundation of Targeted Poverty Alleviation for Rural e-Commerce in Shaanxi from the Perspective of “Internet Plus**

Targeted Poverty Alleviation by Rural e-Commerce Means Combining Rural Poverty Alleviation with e-Commerce to Get Rid of Rural Poverty. with the Development of the Internet, e-Commerce Has Become an Important Means to Promote Poverty Alleviation. Poor Rural Households Are Taken as the Key Targets of Poverty Alleviation, and Their Ability to Increase Income is Constantly Improved. At Present, This Poverty Alleviation Method Has Been Popularized in the Vast Rural Areas, Bringing a Large Number of Poor Households out of Poverty and Get Rich.

## **2.1 The Popularization of e-Commerce Accelerates the Development Speed of Poverty Alleviation of e-Commerce in Shaanxi**

At Present, the Development of e-Commerce in Shaanxi Has Made Remarkable Achievements, and Its e-Commerce Has Shown a Flourishing Development Trend. the Breadth and Depth of the Development of e-Commerce Have Been Continuously Deepened, Which Has Involved All Aspects of Life and Production in Shaanxi Province, and Has Become One of the Important Means to Promote the Reform of Shaanxi Province. in Shaanxi Province, the Internet Model is Constantly Showing Innovation and Change, and Online and Offline Consumer Services Are Fully Integrated. in This Process, the Supporting Facilities of e-Commerce in Shaanxi Province Have Been Successfully Established in the Rural Areas, Which Promotes the Poverty Alleviation in Some Rural Areas of Shaanxi Province to Rely on e-Commerce, Becoming a New Model of Rural Poverty Alleviation in Shaanxi Province, and Providing Development and Driving Force for Rural Poverty Alleviation in Shaanxi Province [1].

## **2.2 “Internet Plus” Provides Favorable Factors for the Development of e-Commerce**

China will take “Internet +” as an important strategy to develop rural economy, further deepen the degree of integration between rural areas and the Internet, reduce the transaction and development costs in the society, and refine and deepen the social division of labor. The combination of the Internet and in rural areas and rural electronic commerce precise policy for poverty alleviation, allow more enterprises to be attracted to the poverty of rural poor support, prompted a large number of high-quality, high level of personnel can carry on the innovation entrepreneurship to enter the rural poverty, pushing more highly skilled workforce participation in electricity precise poverty alleviation, for Shaanxi rural electricity provides an important guarantee for poverty alleviation and favorable factors [2].

## **3. Targeted Poverty Alleviation Dilemma of Rural e-Commerce in Shaanxi from the Perspective of “Internet Plus**

The innovative model of targeted poverty alleviation implemented by the central government is e-commerce poverty alleviation model. By building the Internet as a platform for innovation and entrepreneurship, the way and ideas of poverty alleviation can be further changed, and the government relief can be transformed into the poor farmers' getting rich through their own efforts to fundamentally solve the problem of poverty. However, there are many problems in the implementation of targeted poverty alleviation model of e-commerce under the “Internet plus”, which hinder the continuous development of targeted poverty alleviation in rural areas.

### **3.1 Imperfect Rural Infrastructure**

At present, the broadband coverage in some poor rural areas is narrow and the speed of broadband coverage is slow, which leads to the phenomenon of insufficient supply of these networks. In addition, the traffic road network in the countryside has certain defects. Public services such as transportation and urban and rural passenger transport need to be supported by a sound transportation network, so as to guarantee the rapid development of rural economy [3]. At the same time, the modernization of logistics system lags behind due to the inconvenience of transportation. The establishment of logistics system is the basis and foundation for the development of e-commerce. But because of the flaws of the rural infrastructure eventually led to the development of rural electricity there is a larger limit, mainly in the lower level of logistics service and intensive, specialization level and informatization degree is low, these limitations finally let electricity business logistics cost, make electrical contractor to improve the difficulty of precise poverty alleviation [4]. Moreover, there is a shortage of talents who can support targeted poverty alleviation of rural e-commerce, as well as the lack of education in poor rural areas. People have a low acceptance of such a poverty alleviation method, so targeted poverty alleviation by e-commerce is difficult to promote.

### **3.2 The Government's Targeted Poverty Alleviation Work in Rural e-Commerce is Insufficient**

The Shaanxi government has been emphasizing to strengthen the targeted poverty alleviation work of rural e-commerce in order to reduce the number of rural poor people. However, the government does not give strong support to the implementation of targeted poverty alleviation work of e-commerce. It basically encourages the development of rural e-commerce by issuing policies, but in fact these policies are not well implemented. Moreover, in the process of developing rural e-commerce, some government officials have a low awareness and level of the concept and method of poverty alleviation through e-commerce, which cannot be well combined with the practical situation in rural areas. At the same time, the government is not strong enough to mobilize resources and talents, so that the resources of all parties are scattered and there is no way to focus on the development of rural e-commerce. As a result, the development of rural e-commerce is scattered, small in scale, too independent and dependent on itself, so that the agglomeration effect of the market cannot work [5].

### **3.3 Financing Channels for Poverty Alleviation of Rural e-Commerce in Shaanxi Are Relatively Narrow**

Carrying out targeted poverty alleviation is the central work and core task of the government's rural development. The Shaanxi provincial government has set up a special development fund in the process of poverty alleviation in rural areas, and distributed corresponding financial subsidies according to the poverty level of the rural poor population, and encouraged enterprises to recruit the poor population for employment in a preferential way. At the same time, the Shaanxi provincial government actively encourages people from all walks of life and all walks of life to participate in the rural poverty alleviation work. However, the government of Shaanxi province is not clear about the flow of funds for poverty alleviation work. Meanwhile, the poverty alleviation of rural e-commerce requires a large amount of funds and there are few sources of follow-up support funds. If there is a capital chain exercise, the development of rural e-commerce will be sluggish, or even the phenomenon of losing all one's money [6].

## **4. Establishment of Targeted Poverty Alleviation Innovation Model for Rural e-Commerce in Shaanxi Province from the Perspective of “Internet Plus”**

### **4.1 Improve Rural e-Commerce Infrastructure**

Relying on “Internet +”, Shaanxi province is carrying out targeted poverty alleviation of rural e-commerce. The government should further increase the support for rural e-commerce and further guarantee the smooth and sound development of rural e-commerce. In view of the weak infrastructure in poor rural areas in Shaanxi province, the government should invest and make efforts to improve the infrastructure supporting rural e-commerce [7]. In order to combine the targeted poverty alleviation policy with the development of e-commerce and incorporate it into the government's poverty alleviation work, relevant poverty alleviation departments should actively cooperate to further ensure the development of e-commerce in a relatively loose environment. At the same time, a three-level e-commerce service platform will be built, and an e-commerce service center will be built in conjunction with counties, townships and villages to cover the communication network in the whole village and build communication equipment, mobile communication network and broadband. And the modern logistics system will be built in rural areas, rural e-commerce in the operating costs continue to reduce. The government needs to develop and encourage policies to introduce talents, such as hiring professional e-commerce and technical personnel to provide technical support and guarantee for rural e-commerce [8].

### **4.2 Strengthen the Cultivation of Rural e-Commerce Talents**

The government can strengthen the professional degree of the people it helps by setting up and training them. Local government should be targeted on rural electronic commerce is the teachers

troop training, has to cultivate a batch of high quality, high level of rural teachers and professional guidance of e-commerce, for the development of rural e-commerce precision and provide guidance for poverty alleviation, make the development direction of its development doesn't deviate from normal. In addition, let the e-commerce personnel in rural areas follow the professional staff to study, and carry out regular exchanges with other rural areas with good e-commerce development, so as to further improve the level of rural e-commerce and improve targeted poverty alleviation. The government can encourage some training institutions to open courses for rural e-commerce training, reduce tuition fees and encourage more rural poor people to participate in learning e-commerce training [9]. For these institutions, the government should lower the threshold of establishing e-commerce education, simplify relevant procedures and procedures, encourage more institutions and give economic subsidies, and finally cultivate a group of talents who can support targeted poverty alleviation of rural e-commerce. If only relying on the government for the construction of e-commerce platform, it will cost a lot of money and energy, which cannot be sustained by the government. Therefore, it needs to be able to combine and apply other e-commerce platforms, display its own e-commerce characteristics with the platform, and promote products to the outside world [10].

#### **4.3 The Government Shall Improve the Support for e-Commerce Finance**

The sustainable development of e-commerce needs to be supported by a stable financial system, so the government needs to set up appropriate funds and expand the sources of funds to guarantee the development of rural e-commerce. First, the municipal government and county government can allocate part of the financial funds in proportion to provide risk protection for the potential risks of e-commerce in poor rural areas of Shaanxi. The government should also increase the intensity of discount interest subsidy, to be able to use the operation of commercial Banks to provide a certain amount of financial funds, to provide economic resources for poor families to carry out e-commerce activities [11]. In addition, the government can build specifically for poverty alleviation and development of enterprise, the standard operation, mainly public welfare nature as a principle, and according to the advantages and characteristics of rural resources integration, the use of company to the resources development, utilization of market operating rules to poor rural use of resources, using a variety of ways, such as land for mortgage or selling the building, to get money. In addition, the government can build and improve the targeted poverty alleviation financial system in poor rural areas, and give full play to its functions through insurance, loan, guarantee, risk compensation and other forms, so as to improve the use efficiency of poverty alleviation funds and expand the sources of funds [12].

### **5. Conclusion**

The continuous development of the Internet has affected all fields, and targeted poverty alleviation in rural areas has also been affected by the Internet, creating a targeted poverty alleviation development model for rural e-commerce. But in the process of developing the rural electricity precise poverty alleviation in the poverty alleviation in rural areas are part of the problem in the block phenomenon, so the government needs to use "Internet +" to the rural electricity of perfect supporting facilities, but also will be able to support rural electricity accurately introduce talents for poverty alleviation, and in this rural cultivate suitable talents, support for electricity in our development, the construction of rural electricity financial system and ultimately to Shaanxi rural poverty population decline, promote the healthy development of rural economy in Shaanxi province.

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