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Countermeasures for the Revitalization and Development of Rural Industries in Poverty-stricken Areas under the Background of Policy Transfer

Tao ZHAI¹, Hui YANG², Qi ZHANG³, Mingming GUO⁴

Abstract

In-depth promotion of poverty alleviation and comprehensive implementation of the rural revitalization strategy are important strategic tasks during the period of China's construction of a moderately prosperous society. At present, the poverty alleviation and rural revitalization are in a period of historical convergence, and the intensity of policies and investment is unprecedentedly huge. Rural revitalization is what we must continue to do after poverty alleviation. Only when the two are seamlessly connected can the results of poverty alleviation have consolidated, and rural revitalization policies can have effectively implemented. To achieve this goal, it is necessary to use the system as the support, to make up for shortcomings as the focus, to solve the problem as the orientation, and to improve the system and mechanism of rural revitalization based on consolidating the results of poverty alleviation. This article puts forward the research on the countermeasures for the revitalization and development of agricultural industries in poverty-stricken areas, which is conducive to the upgrading of agricultural products under the guidance of the rural revitalization strategy and the plan to return to poverty after 2020. It also helps to re-understand rural revitalization in the process of poverty alleviation, learn from the valuable experience accumulated in poverty alleviation, and steadily promote high-quality agricultural products.

Keywords: poverty alleviation, rural revitalization, policy transfer, poverty reduction, social resource, social development.

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Introduction

In traditional rural society, the social resource balance between urban and rural areas based on agriculture supports the country's sustainable development. Until modern times, the impact of Western industrial civilization gradually broke the traditional structure. All sectors of society began to explore new paths for rural construction. Entering modern society, the large-scale development of industry has caused great changes in the social development model and rural social structure. Rural development requires a new dynamic mechanism (Guo, Zhou, & Liu, 2019). According to statistics at the end of 2015, even if the pace of urbanization in China continues to accelerate, there are still 600 million farmers in rural areas. The low-productivity agricultural production situation has not been fundamentally resolved. China's agricultural industry has made some achievements, but it still faces many problems such as a single structure, serious homogeneity of agricultural products, low efficiency of agricultural production and operation, and difficulties in increasing farmers' incomes. No. 1 Central Document of 2019 insisted the priority of agricultural and rural development, and vigorously developed China's agricultural industry. The development of China's agriculture must keep pace with the times, promote the economic and make up for the shortcomings of China's agricultural and rural development, and build a new agricultural industry system. It also grasps the internal connection between the revitalization of the agricultural industry and the deepening of rural reform, and deal with the development of agricultural industry in the process of agricultural and rural modernization (Onitsuka, & Hoshino, 2018). The development of the agriculture must conform to the current background of comprehensively deepening reforms; deepen the innovation of China's agricultural industry system, and use reform perspectives and innovative thinking to reexamine the revitalization of China's agricultural industry in a new era.

The system and mechanism of the "four beams and eight pillars" of comprehensive rural reform has been established, and it has entered a stage of in-depth advancement. The poverty alleviation policy under the perspective of rural revitalization puts forward higher requirements and goals for the current stage of poverty alleviation, emphasizing deepening the scientific understanding of rural poverty and anti-poverty based on the multidimensional and complex nature of poverty. Through measures such as characteristic industry development and benefit linkage mechanism, systematic system construction and innovation, agricultural supply-side structural reform and other measures to complement the shortcomings of rural people, land, industry and other factors, and serve the village leaders. The establishment and improvement of effective development mechanisms lay a solid foundation (Yang, Yu, & Fujita, 2015). Overall, poverty alleviation policies are China's guiding ideology for poverty governance at present and for a period in the future. Both are consistent in content and value. The unity, functional inter-construction, and commonality of the subject make

each other have a close symbiosis and co-promoting co-progressive relationship. However, current related research mainly focuses on the analysis of the main problems faced by both strategies and their path countermeasures, aiming to promote sustainable rural development in terms of strategic thinking, institutional mechanisms, and construction practices. There is a lack of poverty alleviation policies. On the one hand, China draws on the relevant experience of new rural construction and vigorously implements the strategy of rural revitalization. The relevant departments have made decisions in many aspects such as overall goals and operational paths clearly deploy. On the other hand, a long-term and stable mechanism is to consolidate the results of poverty alleviation, and the rural revitalization strategy is one of the most important strategies (Titov, *et al.*, 2021). Since 2018, China has entered an important historical period of coordinated advancement of rural revitalization and poverty alleviation. In this context, it is necessary to explore related issues that link both.

The quality improvement of agricultural industry cultivation in poverty-stricken areas is a key way to strengthen the endogenous development momentum of poverty-stricken areas. However, grassroots governments have generally and long-term differentiated results in their actions. Some industrial projects introduced by grassroots governments can adapt to market demands and obtain sustained market competitiveness, while other industrial projects promoted by grassroots governments fall into the dilemma of homogeneity and inefficiency. This article analyzes in detail the current poverty alleviation policies and the strategic background and deployment of rural revitalization in China. Although domestic scholars have conducted research on this, it is only a scattered and simple analysis, which has not systematically combined the development of agricultural industry with rural revitalization. Second, from the perspective of policy transfer and continuation, grasp the framework and development path of China's agricultural industry development and policy linkage in the context of rural revitalization, conform to the requirements of agricultural product upgrading, and effectively integrate and unify the development of China's agricultural industry and rural revitalization. Realize the transformation of the development thinking of the agricultural industry. Third, strive to put the development of agricultural industrialization at the height of attaching great importance to agriculture and rural development, which put forward policy recommendations for the implementation of high-quality development of the agricultural industry from the promotion of the rural revitalization strategy, and lay a solid material foundation.

The strategic background and deployment of poverty alleviation and rural revitalization

Strategic background of poverty alleviation and rural revitalization

The connection between poverty alleviation and rural revitalization has mainly manifested as follows. First, there is insufficient ideological cohesion. The concrete manifestation is the failure to form an ideological consensus that promotes the organic connection of both, lack of initiative, and failure to build a strong work pattern based on winning the “overall battle”. In some areas, the correlation between poverty alleviation and rural revitalization has not clearly sorted out, long-term thinking has not formed, and in-depth thinking has not carried out on the methods and paths to promote the organic connection between both (Zhou, *et al.*, 2021). Both working institutions are fighting each other, failing to achieve coordination and unity, both operating systems are significantly independent, the related working systems have not accurately docked, and the phenomenon of each performing its own policies is still relatively common.

Second, there is insufficient policy cohesion. At the policy level, poverty alleviation and rural revitalization have not yet achieved a seamless connection. In order to overcome poverty, relevant state departments have successively introduced more targeted policies. After winning the fight against poverty, relevant policies should have sorted out, abolished, and retained. Whether some universal and long-lasting policies are applicable to the rural revitalization strategy, and what changes should have made whether or not they are alive should have thoroughly explored. This means that in the stage of convergence should have analyzed as a whole, and the overall arrangement should have truly achieved. Finally, the planning is insufficient (Qiang, 2019). Aiming at the implementation stage of both major strategies of poverty alleviation and rural revitalization, it was found that the phenomenon of “managing each other” in its planning was more prominent. Although many rural areas in China have drafted plans related to the implementation of the above two strategies, they failed to make integrated planning, comprehensive analysis, and mutual integration decisions for both, which is resulting in the failure to achieve the strategic goals of rural revitalization at the implementation stage of the poverty alleviation plan. Some rural revitalization plans have not fully demonstrated the major achievements of the poverty alleviation stage in the implementation stage. The failure of both plans to effectively link and connect will increase the waste of labor, material, and financial resources.

Deployment of poverty alleviation and rural revitalization

The central government has successively made a series of major strategic departments. In which, poverty alleviation mainly solves farmers' problems, agricultural supply-side structural reforms mainly solve agricultural problems, and rural revitalization mainly solves rural problems. These series of major strategies are interrelated and indivisible, and together they constitute the central plan for the overall solution of the "three rural" issues. Under the strategic guidance of the "two centenary" goals, both strategies of poverty alleviation and rural revitalization must have promoted in the historical intersection. The central government has repeatedly proposed to do a good job of coordinating and linking both major strategies, and the top-level design and target requirements have become more and more clarified. The No. 1 document proposes the linking poverty alleviation and rural revitalization, and implements the rural revitalization strategy for poor counties after removing their hats to consolidate development results, and continue to promote economic and social development and improve the lives of the people. Mr. Xi Jinping emphasized that after the poor counties could not immediately withdraw their stalls, shed their burdens, and rest their feet. The problem of poverty alleviation for the remaining poor population should be continued, and the policy of not taking off their hats and not taking off their hats should be achieved. Take off the hat without taking off assistance, take off the hat without taking off supervision (Ahani, & Dadashpoor, 2021). In 2019, Mr. Li Keqiang pointed out that we will continue to develop the agriculture and rural areas. Vice Premier Hu Chunhua proposed at the seminar on "Poverty Alleviation in Deep Poverty Areas" held in Hechi, Guangxi in 2019, it is necessary to develop characteristic, high-quality and high-efficiency industries in accordance with local conditions, speed up the complement of shortcomings in infrastructure and public services, and make overall plans for the integration of poverty alleviation and rural revitalization. All these have put forward new requirements for the poverty alleviation strategy and policy trend after 2020, and pointed out the goal direction for the organic connection of poverty alleviation and rural revitalization. In addition, some departments and regions have also arranged for the connection between poverty alleviation and rural revitalization, starting from specific areas. During the poverty alleviation period, the main task of water conservancy work in impoverished areas is to ensure water conservancy work around poverty alleviation (Wang, 2018). Relevant support policies for rural revitalization should have given priority to poverty-stricken areas, speed up filling the shortcomings of water conservancy in poverty-stricken areas, and use rural revitalization to consolidate poverty alleviation results. Strengthen water conservancy poverty alleviation theory and policy research, and put forward water conservancy reform of the national poverty reduction strategy after 2020. The "Rural Revitalization Strategic Plan of Yunnan Province (2018-2022) proposes to coordinate the fight against poverty and rural revitalization. During the poverty

alleviation period, the main task of rural revitalization in poverty-stricken areas is poverty alleviation.

Policy framework for the effective linkage of agricultural industry and rural revitalization in poverty-stricken areas

Policy connection framework

Analyzed to a certain extent, the goal of mechanism innovation is the connection between poverty alleviation and rural revitalization. The party and government agencies must implement the top-level design work strictly in accordance with the central policy standards, and build an integrated promotion mechanism with the goal of promoting mechanism innovation and reform. First, the integrated promotion mechanism and requirements should have followed in the implementation stage. This is the basic measure to resolve the contradictions and conflicts in the convergence of both strategies of poverty alleviation and revitalization, and promote the rationality of both. Secondly, the establishment of a work leadership mechanism, specifically the unified leadership of the party committee, local government agencies takes the main responsibility, and the rural work department to play a coordinating role to form a rural revitalization. Finally, build a service support platform to provide expert consulting services, information interactive sharing, agricultural technical support, and other services (Qiang, 2020). The goal of mechanism innovation is an important guarantee for the organic connection between poverty alleviation and rural revitalization. The party and government agencies must implement the top-level design work strictly in accordance with the central policy standards, and build an integrated promotion mechanism with the goal of promoting mechanism innovation and reform. First, based on the current situation of local economic development, this article implements the top-level design of the integration promotion mechanism and the rules and requirements that should have followed in the implementation stage. This is the basic measure to resolve the contradictions and conflicts in the convergence of the two strategies of poverty alleviation and revitalization, and promote the rationality of the two. Secondly, this article builds a work leadership mechanism, specifically the unified leadership of the party committee, local government agencies are mainly responsible, and the rural work department plays a coordinating role to form a rural revitalization and poverty alleviation to ensure that the team members have a clear division of labor and close collaboration. Consciously strengthen the construction of rural grassroots party organizations to provide a solid organizational guarantee for the achievement of the goal of integration promotion. Improve the implementation and promotion system, and form overall coordination, social mobilization, assessment and evaluation, and dynamic monitoring mechanisms. Finally, this article builds a service support

platform to provide expert consulting services, information interactive sharing, agricultural technical support, and other services. As shown in Figure 1, based on the overall planning and overall design of poverty alleviation and rural revitalization, and the four strategic priorities discussed above, both sets of policies docked and integrated into the prevention of poverty reduction policy and the industrial employment category.

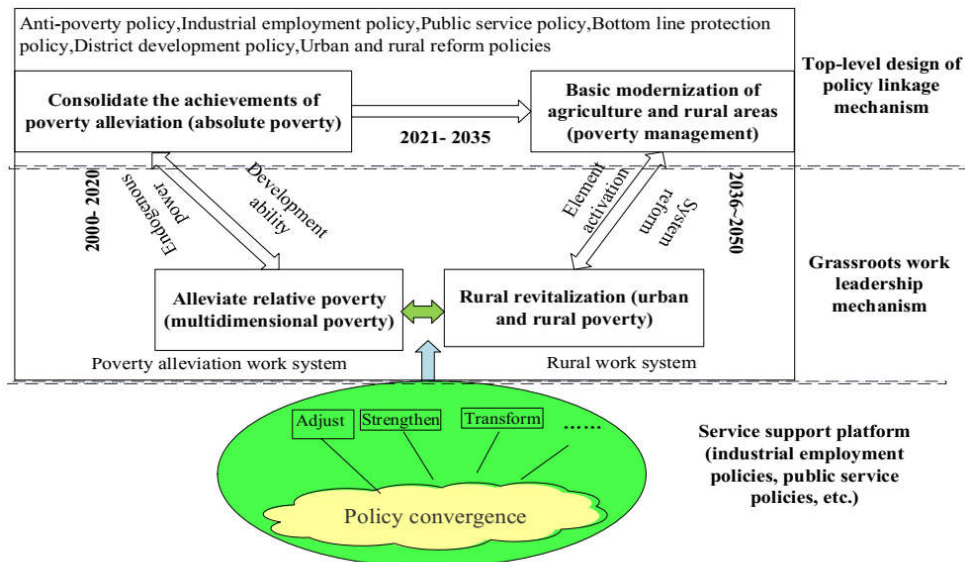


Figure 1. Policy framework for the convergence of the “two major strategies”

Policy convergence path

The “rural disease” with the main feature of pauperization is a concentrated manifestation of the current rural development problems in China. It is essentially a series of unhealthy manifestations caused by the imbalance of humanity, economy, resources, environment, and other elements in the evolution of the rural regions. It is the result of conflicts between people and land in the rural area system (Tang, Ji, & Zhao, 2021). On the one hand, it improves the resource and environment carrying capacity of the system, and on the other hand, it realizes the coupling and coordination of various elements within the system by strengthening the dissipative structure. The historical evolution of the rural regions shows that poverty alleviation policies and rural revitalization are targeted strategic choices for the main problems faced in different stages of rural development. Among them, the poverty alleviation policy has aimed at poor and backward villages, and aims to help the poor people solve the basic survival needs of rural residents. Rural revitalization focuses on solving outstanding problems and contradictions such as “rural diseases” faced by rural transformation and development (Qiang,

2019). The poverty alleviation policies and rural revitalization have a close continuity logically, and the process of rural poverty reduction is a process of rural revitalization (Figure 2). Specifically, getting rid of poverty is the key and basic prerequisite for rural revitalization, that is, rural revitalization built based on getting rid of poverty; rural revitalization is a deepening of poverty alleviation policies by enhancing the rural endogenous development mechanism to improve the ability of the poor to stabilize poverty alleviation.

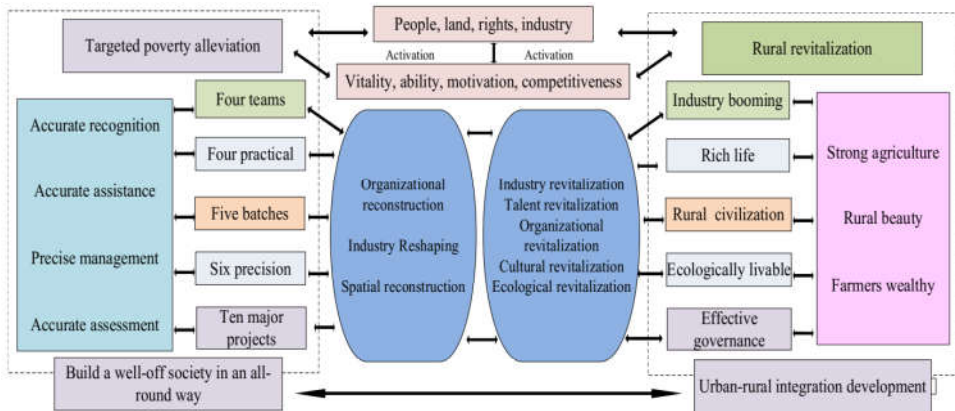


Figure 2. Internal logic of Policy convergence path

The policy link can start from the poverty alleviation policy and explore the connection and convergence points of the “two major strategies”, or based on the relevant policies of rural revitalization, examine the common points of the effective convergence of the “two major strategies”. In view of the fact that the future trend of current poverty alleviation policies is a more urgent issue, this article chooses to accelerate the transformation of poverty alleviation policies, and conducts research from the four aspects of policy adjustment, policy strengthening, policy transformation, and policy establishment to discuss how to reshape the poverty reduction policy system (Qiang, 2020).

The work method of poverty alleviation has changed from concentrated operations to normal progress, and some policies with extraordinary and temporary characteristics must be adjusted, and because of scientific evaluation and risk analysis, they must be gradually withdrawn. The first category is partial preferential policies. For example, some localities have introduced super-conventional medical security policies for the poor population who have filed and registered, which have greatly affected the sustainable operation of the rural medical insurance system; some poor counties have severely failed to receive medical insurance funds due to excessive protection of the medical expenditures of the poor. Offset. Such policies have also led to an imbalance in the mentality of non-poor households and urban low-income populations. They should have adjusted based on the facts and

transition to the current rural security system systematically. The second category is the policy of raising standards. This type of policy has not only increased the difficulty of poverty alleviation, but also increased the financial burden of local governments, and should have resolutely cancelled. The third category is supervision and assessment policies. Such policies mainly refer to special actions such as various inspections, inspections. With the development goals and tasks, such policies should have adjusted accordingly (Yin, Qiu, & Zhang, 2020). With the exception of individual areas such as the effectiveness of project implementation, most of the remaining poverty alleviation supervision should have adjusted in a timely manner. The survey on the stable poverty alleviation of the poverty-stricken population can have replaced by the poverty alleviation census conducted by the statistics department and transferred to the rural poverty statistical monitoring system. In short, according to economic development trends, poverty alleviation work situation and financial capacity, strengthen the assessment of the necessity and affordability of extraordinary projects, clean up temporary and surprise projects, regulate excessively high commitments and excessively guaranteed expenditure policies, and establish and Consolidate institutional mechanisms that coordinate the achievements of poverty alleviation.

After absolute poverty has eliminated, the conditions for development in poverty-stricken areas are still weak, the economic and social foundations are still unstable, and many poverty-causing factors have not yet been fundamentally resolved. Therefore, the poverty alleviation policies need to be further strengthened to make up for the shortcomings, strengthen the foundation, and benefit the long-term policies. The first category is an investment guarantee policy. For example, policies such as financial investment in poverty alleviation special funds at all levels and financial poverty alleviation re-lending must have increased and the total amount must continue to increase. After winning the battle against poverty, the special fiscal funds for poverty alleviation and related transfer payments should focus on the goals and requirements of consolidating the results of poverty alleviation, continue to tilt towards underdeveloped areas that have already overcome poverty, and allow the county as a unit to coordinate and integrate use. In the short term, according to the No. 1 document of the central government in 2020, for counties that have achieved stable poverty alleviation, poverty alleviation funds should have allowed to use for poor people in non-poor counties and non-poor villages. In the medium and long term, it is necessary to integrate it with other financial agriculture-related funds based on ensuring that the investment has not reduced, and focus on the key areas and weak links of rural revitalization. With regard to the poverty alleviation re-loan policy, we must further increase our efforts, appropriately extend the use period, and adjust and optimize the use of investment. With regard to the poverty alleviation microfinance, while continuing to increase support, it is necessary to further improve and develop related policies and measures to give play to its role in helping poor people develop production and help farmers get rich. The second category is infrastructure policies. After

2020, the infrastructure in poverty-stricken areas is still relatively backward. It is necessary to focus on the improvement of production and living conditions in such areas, continue to play the role of major projects such as transportation and water conservancy projects in consolidating poverty alleviation results, and accelerate the upgrade of power grids and communication networks. The third category is a long-term benefit policy (Wang, 2018). In education and medical security, it is necessary to promote the ability and willingness of the rural poor to achieve orderly urbanization, and implement rural talent support in poverty-stricken area policy, which continue to increase support for deeply impoverished areas.

Thinking about the problem of effective connection

It has been one year since the Central Government's "No. 1 Document" in 2018 formally put forward the requirement to "do a good job in the organic connection between rural revitalization and poverty alleviation". Both the top-level design level and the academic theory level have made positive progress, providing policy compliance and theoretical guidance for the practice of the convergence of both. At the same time, localities adapt measures to local conditions. On the one hand, when implementing the rural revitalization strategy, they make full use of the foundation laid by poverty alleviation to promote rural revitalization; on the other hand, in the process of poverty alleviation, they integrate the concept of rural revitalization various policies. Resource advantages to consolidate the results of poverty alleviation (Hayami, 2015). Although positive progress has made in promoting the organic connection between both, there are still some obstacles in the connection of systems and mechanisms, industrial development and upgrading, and the stimulation of endogenous power.

Inadequate connection between systems and mechanisms. The poverty alleviation has implemented for many years, and a relatively complete institutional mechanism and operating system have formed. The rural revitalization strategy is currently in a transitional period from top-level design and overall planning to specific treatment and micro-policy. Therefore, in practice, the coordinated promotion of rural revitalization and poverty alleviation has not smoothly connected, leading to varying degrees of disconnection between both in terms of convergence and synchronization. It is embodied in three aspects: First, the lack of cohesion policies. Although the local government level has begun to formulate rural revitalization planning implementation plans and poverty alleviation action plans, in terms of policy convergence, no local government has specifically issued detailed rules and implementation plans for the organic convergence of rural revitalization and poverty alleviation. The lack of policy plans has led to the convergence of practices in various regions. Fragmentation and randomization, it is difficult to achieve the effect of organic convergence. Second, it is difficult to organize cohesion. The organization and guarantee for poverty alleviation are sound. Although rural revitalization has also established a rural revitalization-leading group to coordinate

in terms of organizational guarantees, most of the responsible agencies are divided into departments based on the five major contents of industry, ecology, culture, organization, and talents, which exacerbated the organization and coordination dilemma. The third is the difficulty of project planning and coordination. In terms of investment in specific financial projects, poverty alleviation is mainly based on the principle of “guarantee basics” to achieve the resolution of the absolute poverty problem of the vast number of poor households. At present, neither the project planning nor the project implementation have fully achieved the effective connection and unified deployment of the township revitalization project and the poverty alleviation project.

Difficulties in industrial development and upgrading. Industrial development is the core engine to achieve sustainable poverty alleviation for poor households and the revitalization of poverty-stricken areas, and it is the key to achieving industrial prosperity from poverty alleviation. However, it is difficult for the industries supported in the fight against poverty to achieve upgrades and iterations, and it is difficult to achieve effective industrial docking. The specific reasons are as follows: First, the industry itself is difficult to develop. Many practices have shown that the development of industries often requires a lot of investment, a long cycle, slow results, and requires the input of various advanced production factors. Therefore, industrial development itself is very difficult. Second, the poverty alleviation industry is unsustainable. Because industrial poverty alleviation integrates political logic, market logic, and the survival logic of poor households, under the pressure of poverty alleviation, industrial poverty alleviation actions in some places mostly focus on early investment and lack follow-up guarantees, resulting in poor sustainability. The third is the lack of farmers’ subjectivity in the development of poverty alleviation industries. Poor farmers lack capital investment and capacity, and their willingness to participate in poverty alleviation industries is not strong. In order to complete the short-term poverty alleviation of poor households as soon as possible, the government has increasingly adopted the method of “asset income poverty alleviation”, that is, maintaining a certain percentage of annual dividend income to poor households by investing in funds and projects for new business entities. Although this method can achieve better poverty alleviation performance in the short term, poor farmers have not really participated in the development of the industry, and any industrial development that excludes farmers is contrary to the prosperity of the industry. Fourth, the deeply impoverished areas are caught in a “poverty trap” and it is difficult to connect with industrial development. Deeply impoverished areas are mainly distributed in areas with remote geographic location, poor ecological environment, insufficient public service supply, and insufficient market ethics development. They are not self-consistent with industrial development. Therefore, if you want to achieve industrial prosperity, it will be very difficult (Hall & Caviglia-Harris, 2013).

It is difficult for endogenous power to inspire farmers to be the mainstay of rural revitalization and poverty alleviation. In the promotion of rural revitalization

and poverty alleviation, farmers should be motivated, but in the process of convergence, farmers' endogenous motivation is difficult to stimulate. The main reasons include as follows. First, farmers' heterogeneity has increased, and it is difficult to mobilize all farmers' enthusiasm. With the increasing popularity of the "half-work and half-farming" livelihood model, and the current rural household structure has divided into three types of part-time farmers, exit farmers, and pure agricultural households. Because the income of the first two types of farmers comes from both types of agricultural and labor income or pure non-agricultural income, and the proportion of agricultural income is shrinking, the stickiness of the social connection between farmers and the village has reduced, and their enthusiasm is difficult to mobilize. As far as pure agricultural households stay in the countryside, they lack labor and have a high degree of atomization. Moreover, due to the lack of collective economic resources and authoritative resources in the village, it is difficult to achieve organized mobilization. Second, it is difficult to coordinate the relationship between government leadership and farmers. Rural revitalization needs to play the main role of farmers under the leadership of the government, but at present, in many places, the government is mostly singing a "one-man show", and the participation of the broad masses of farmers is not high. However, in the specific project planning process, the preparation experts only solicit opinions from the main government officials or relevant corporate legal persons, without the participation of farmers, and the demands of farmers have ignored. The third is that the rural culture needs to be cultivated. Some poor households are not willing to get rid of poverty by themselves, and some farmers do not have a deep understanding of the spirit of the document of rural revitalization, and there are still serious "wait, rely, and demand" thinking.

Promotion of rural revitalization strategy

The effective connection of poverty alleviation and rural revitalization should have carried out from both levels of the government and the market, and the government's leadership and market decisions should integrated and connected (*Figure 3*). At the government level, poverty alleviation and rural revitalization have not yet achieved a seamless connection. In order to overcome poverty, relevant state departments have successively introduced more targeted policies. After winning the fight against poverty, relevant policies should have sorted out, abolished, and retained. Whether some universal and long-term policies are applicable to the rural revitalization strategy, and what changes should be done if they are alive, should be thoroughly explored. This means that in the stage of convergence between poverty alleviation and rural revitalization, the applicability of the policy should be analyzed as a whole, and the overall arrangement should be truly achieved. Industrial development and poverty alleviation are based on the endowment of essential resources in poverty-stricken areas. At the level of

market mechanism, it mainly focuses on cultivating the endogenous motivation and development capabilities of the peasants, and fully mobilizes enthusiasm to eliminate absolute poverty, alleviate relative poverty, and achieve comprehensive rural revitalization. Based on giving full play to the role of various market entities such as cooperatives and leading enterprises, this paper establishes a market-oriented characteristic industry system with strong ability to drive poverty alleviation to improve the operating and property income of poor households, mainly including poverty alleviation in agriculture and forestry (Yan, 2012). Poor villages should integrate the ideas and principles of the rural revitalization strategy into specific poverty alleviation plans and actions in accordance with the central task of poverty alleviation, and lay the institutional and material foundation for rural revitalization.

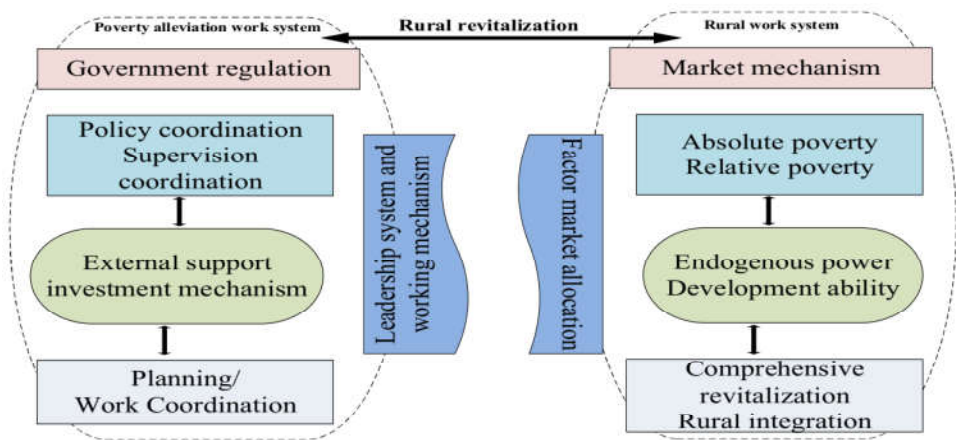


Figure 3. Framework of rural revitalization strategy

Industrial development is an important symbol for achieving poverty alleviation and rural revitalization, and industrial upgrading is an inevitable requirement for achieving an organic connection between the two. The first is to integrate the ideas and principles of the rural revitalization strategy into the specific industrial development, and firmly grasp the aspects of industry selection, fund raising, technical services, farmer training, organizational forms, and interest-linking mechanisms to create an industry that will revitalize the rural economy. The second is to formulate industrial revitalization plans at the county, township, and village levels. Under the guidance of the overall rural revitalization plan, give full play to the characteristics of each region and formulate phased industrial plans. The third is to encourage the development of diversified industries, promote the integrated development of primary, secondary, and tertiary industries based on the original poverty alleviation industries, extend the agricultural industry chain and value

chain, and increase the benefit of products. The fourth is to promote the organic connection between smallholder farmers and modern agricultural development, cultivate new agricultural management main projects, develop various forms of moderately large-scale operations, improve the degree of organization of smallholder production and management, and introduce smallholder production into the development track of modern agriculture. The key to China's effective connection of poverty alleviation and rural revitalization lies in continuing to adhere to the concept of green poverty reduction and leading rural revitalization with green development. First, at the level of concept inheritance, ecological revitalization should continue to guide by the "two mountains" thinking, integrate ecological revitalization with industrial revitalization, promote the orderly transformation of ecological resources into assets and funds, and achieve a "win-win" of ecological protection and economic development. Second, in terms of content, it is necessary to promote green development in poverty-stricken areas in terms of ecological protection, new agricultural formats, and standardized agricultural production, and accelerate the process of rural revitalization. The third is to adopt legal methods to ensure the effective implementation of green development and environmental protection policies, and to protect the overall rural environment through legislation.

The convergence of targeted poverty alleviation policies requires local governments to integrate and optimize the allocation of poverty alleviation resources, realize measures tailored to local conditions and categorized guidance, to ensure that assistance reaches the villages and households. From the perspective of the village level, the poverty level of poor villages has affected by the comprehensive effect of multiple spatial scale factors, of which insufficient road transportation, natural disasters, low-income levels, and poor labor conditions are the main influencing factors. Based on the main causes of poverty at different scales, local targeted poverty alleviation practices mainly include industrial development, transfer of employment, relocation, education, health, ecological, relief, and social poverty alleviation (*Figure 4*). Due to the multidimensionality and complexity of the poverty problem, a single poverty alleviation and development measure cannot completely achieve the goal of poverty reduction and development. Therefore, the practice of poverty reduction and development in poor areas is often a comprehensive system that includes multiple measures. Through mutual support and mutual promotion between different measures, the self-development ability of poor areas and the poor population can have enhanced, to achieve stable poverty alleviation and prevent poverty return.

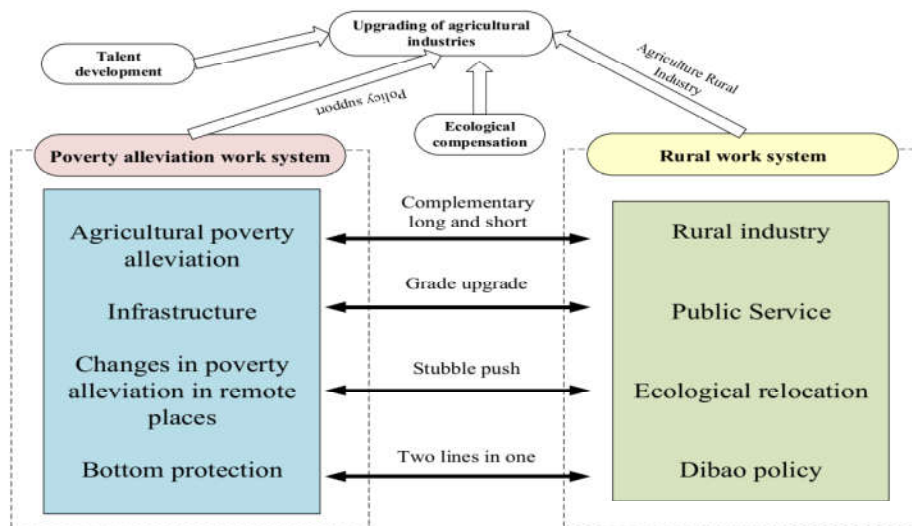


Figure 4. Policy arrangement of Policy convergence path

Industrial poverty alleviation should focus on the combination of long-term and short-term, strengthen industry and employment support, focus on the connection between production and marketing, and achieve stable poverty alleviation (Yang, Yu, & Fujita, 2015). Rural infrastructure should continue to upgrade, and focus on implementing a batch Infrastructure and public services that lead regional development such as transportation, electricity, communications, safe drinking water, and the Internet. The relocation of poverty alleviation should have solved the problem of simultaneous relocation of the population. The bottom line protection should be dynamic and refined management, all eligible poor people should have included in the protection scope, and the “poverty alleviation line and low poverty line” should be promoted.

From the analysis of the poverty-causing factors of rural poverty across the country, it can be seen that the lack of main body ability and the lack of family materials and the lack of individual spirit and behavioral ability are important causes of current rural poverty. Similarly, problems such as the lack of social development main body caused by the massive outflow of rural young and middle-aged labor have become important challenges in the implementation strategy of the rural revitalization (Sharko, 2020). People are the starting point and end of development, and the key to reversing the unsustainable development of rural areas. In order to improve the stock and quality of rural human capital, and promote the multi-dimensional governance of rural poverty, rural areas in poverty-stricken areas have established a team through industrial development to retain people, policy systems to send people, education and training, and better homes to attract people. The talent team that meets the needs of rural poverty reduction and development (Figure 5) also provides a solid talent guarantee in the new era.

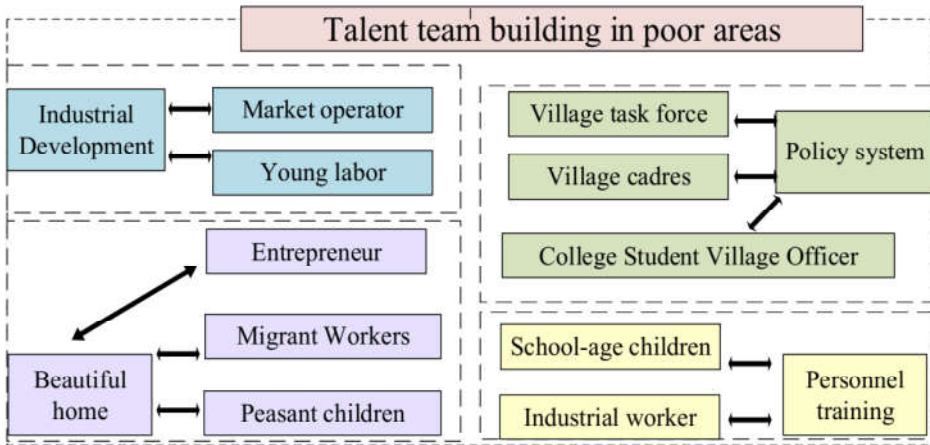


Figure 5. Talent team building approach

In terms of retaining people for industrial development, on the one hand, we continue to optimize the structure of agricultural production, promote the diversified development of agriculture, and create conditions for the development of various market entities. On the other hand, we actively promote the regional economy supported by industrial parks. In terms of the policy system, the village task force and the first secretary system established based on the major strategy of “targeted poverty alleviation and targeted poverty alleviation”, a large number of well educated, capable, and responsible young and middle-aged party members and cadres were dispatched to impoverished areas. They use their own learning and social resources to play an active role as a model leader in rural development and become the “leaders” in the implementation of the new era rural revitalization strategy; at the same time, the college student village official system fully implemented in 2008 is selected and dispatched by the grassroots. A large number of outstanding talents and cadres have truly rooted in the grassroots and integrated into the countryside.

Discussion

According to incomplete statistics, various central government departments have issued more than 200 policy documents or implementation plans, and various localities have successively issued and improved the “1+N” series of documents on poverty alleviation. The goals of these documents are mainly to eliminate absolute poverty, and the time node is in 2020 (Smirnova, & Postnova, 2020). Therefore, the task of promoting the smooth transformation of poverty reduction strategies and work systems is important and urgent.

Clear the policy transition period as soon as possible. The poverty alleviation policy is a rural poverty governance idea that focuses on the poverty alleviation resources. It aims to take targeted measures to implement assistance, which fundamentally eliminate the causes of poverty. Poverty reduction work after 2020 should look at the transformation of the existing poverty reduction work from both short-term and long-term perspectives. The central government has repeatedly proposed to maintain the overall stability of the poverty alleviation policy, that is, within a certain period of time, it is necessary to “remove the hat without removing responsibility, remove the hat without removing the policy, remove the hat without removing assistance, and remove the hat without removing Supervision”. General Secretary Xi Jinping also pointed out that during the transition period, the main policy measures should not have slammed, and the village task force cannot have withdrawn. At present, both the central and local governments have reached a consensus on maintaining stability during the transition period of poverty alleviation policies, but there are still doubts about how long the transition period will last. Comprehensively considering the task of consolidating the key achievements in poverty alleviation and the policy node arrangements for national economic and social development, it is more appropriate to align the policy transition period with the “14th Five-Year Plan” (2021-2025) plan. It is more appropriate to determine the transition period of five years.

Restart a new reform. “Three West” agricultural development and construction in 1988 and the Bijie Development Poverty Alleviation Pilot Zone; in 1992, Ningde, Fujian, Qingyuan, Guangdong, and Yan’an, Shaanxi, three national rural reform pilot zones with the theme of poverty alleviation, and Fuxin, Liaoning, approved after 2013. The second batch of national rural reform pilot areas brings with the theme of poverty alleviation, such as Xinyang in Henan and Pingnan in Fujian. These pilot areas have carried out pilot experiments on key areas and key links of poverty alleviation work, and have achieved a large number of replicable and extendable results (Wang, *et al.*, 2020). After 2020, it is recommended to establish a number of new pilot areas for poverty alleviation reforms or expand pilot tasks on the theme of relative poverty in the existing 58 national rural reform pilot areas.

Preventing and resolving risks. Although the poverty alleviation is smooth and in line with expectations, there are still many difficulties and challenges in achieving the set goals. In particular, the outbreak of the new crown pneumonia epidemic has brought a huge impact to the consolidation of poverty alleviation. The new crown pneumonia epidemic has not only affected the migration of poor laborers, but also brought difficulties to local poverty alleviation industries and the sales of some agricultural products. In rural areas with severe epidemics such as Hubei, it even triggered the risk of some farmers returning to poverty. This reminds us that the more we get to the final juncture of poverty alleviation, the more we must pay attention to preventing and resolving various risks. From the perspective of risk exposure, these risks include natural risks, market risks,

financial risks, management risks, and other types. From a strategic and long-term perspective, unified management and emergency response to various risks should have carried out to strengthen coordination between departments. Cooperate, combine pre-prevention and post-event assistance, and comprehensively improve the ability to resolve major risks. Among them, China focuses on long-term poverty reduction, focusing on sorting out the risk points in security and comprehensive policy projects. The Central Agricultural Office focuses on rural revitalization.

The Strategic Plan for Rural Revitalization (2018-2022) proposes to make a targeted poverty alleviation a priority task in the implementation of the rural revitalization strategy. Due to the cyclical cumulative effect and path dependence of economic development, the precision poverty alleviation practice in poverty-stricken area promotes the coupling and coordination of people-land-industry in the rural area system through the optimization, which builds a sustainable endogenous development mechanism for rural areas, not only achieved the development goal of getting rid of poverty. In essence, rural poverty is a series of problems caused by lagging rural development caused by the dual structure and unbalanced development strategy in the evolution of social and economic development. Therefore, it must have achieved through higher quality development and deeper reforms. However, the natural disadvantages and shortcomings of rural development in poverty-stricken area have determined that it is difficult for them to use the invisible hand of the market to reverse the situation and achieve a leap in development. They must rely on the government's macro-control to supplement their shortcomings in factor resources, and then promote high growth. The sustainable development of quality realizes the sharing of development results for everyone. When the goal of poverty alleviation is about to be achieved, it has become an inevitable choice to focus on the needs of higher-level rural development.

Conclusion

With the rural revitalization strategy and the new-type urbanization strategy, new changes will occur in poverty-causing factors and poverty patterns in poverty-stricken areas after 2020, and new adjustments will also be made to poverty alleviation strategies, work systems, and institutional systems. Therefore, to promote high-quality poverty alleviation, effectively prevent poverty, it requires overall planning, comprehensive consideration, and four overall plans of planning, policy, supervision, and work. Restricted by their own conditions, the promotion of agricultural industry revitalization in poverty-stricken areas can only have achieved under the strong leadership of the government. However, due to the influence of the internal and external conditions of the organization, the grassroots governments in poverty-stricken area often fall into the "development lag" predicament in the process of promoting the development of the agricultural industry. The specific manifestations are: on the one hand, the grassroots governments usually use

publicity and mobilization, investigation and research, indicator apportionment and inspection Administrative methods such as inspections have vigorously promoted industrial projects, showing their enthusiasm for industrial development; on the other hand, the grassroots government has mobilized various resources to support the agricultural industry. As a result, some industrial projects have become ineffective or inefficient, showing a stable organizational inertia. The reason why the grassroots government's agricultural industry support actions in poverty-stricken areas fall into the "development lag" predicament is the result of the effects of the internal conditions of the grassroots government's fiscal capacity and the resilience of government policy implementation, as well as the external conditions such as the capacity of independent development and self-organization of rural society. Cities and villages are a community of destiny, and workers and agriculture, and cities and villages are all coexisting and organically integrated. Especially when we enter the stage of solving the relative poverty problem, the poverty problem is no longer closed. By strengthening the top-level design, promoting mechanism innovation, building a large pattern of diversified industrial development, and cultivating the subjective consciousness of poor households, we will explore the organic combination of poverty alleviation and rural revitalization.

Recommendations

Poverty is a common problem faced by people all over the world, and poverty reduction is a common mission undertaken by humanity. Since the reform and opening up, dozens of international organizations and institutions have participated in China's poverty alleviation and development work in various forms such as financial support, material assistance, project construction, and subject research. This article aims at the policies of poverty alleviation policies that have shortcomings, a strong foundation, and long-term benefits, which need to strengthen. In the context of policy transfer and continuation, this article has carried out research on the countermeasures of rural revitalization and development of agricultural industry in poverty-stricken areas, and it is particularly important to do an organic connection between rural revitalization strategy and poverty alleviation. In response to the main obstacles or significant problems faced by the practice of the convergence of both, this paper efforts to focus on the overall implementation of systems and mechanisms, the diversified encouragement of industrial development, and the active cultivation of subject consciousness to promote the symbiosis of rural revitalization strategies and poverty alleviation development of. Industrial prosperity should have achieved through the development of modern and efficient agriculture and the integration of rural primary, secondary, and tertiary industries to establish a strong industrial support for rural revitalization and provide stable and sustainable jobs and employment opportunities for agricultural and rural populations.

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