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Mingjiao TAN, Qin LIU, Nanni HUANG

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Path Model and Countermeasures of China's Targeted Poverty Alleviation and Rural Revitalization

Mingjiao TAN¹, Qin LIU², Nanni HUANG³

Abstract

Poverty rooted in the absence of capital, land resources, development rights, and human resources. Only by integrating the targeted poverty alleviation with the strategy implementation of rural revitalization, a long-term mechanism established to get rid of poverty in rural areas. At present, China is in the period of historical policy superposition, which wins the battle of poverty alleviation and implements the strategy of rural revitalization. This article deeply studies the path model and countermeasures of China's targeted poverty alleviation and rural revitalization. Firstly, it introduces the strategic background of targeted poverty alleviation and rural revitalization. Second, it presents the current research progress at home and abroad. It analyzes in detail the existing problems and cause analysis, and gives countermeasures and suggestions, such as: top-level design and overall framework, policy implementation, countermeasure suggestions, and optimization of assessment system. Guided by the goal of building a well-off society in an all-round way, targeted poverty alleviation will have a more solid, higher quality and more sustainable development in the rural revitalization strategy. At the same time, rural revitalization can also gain more development momentum from the significant results achieved in the early-targeted poverty alleviation.

Keywords: poverty alleviation, rural revitalization, historical policy superposition, strategy implementation, absolute poverty, relative poverty.

¹ School of Management, Yangtze Normal University, Fuling, Chongqing, CHINA. E-mail: tanmingjiao2017@126.com

² School of Public Management, Chongqing Technology And Business University, Chongqing, CHINA. E-mail: liuqin6612301@163.com (Corresponding Author)

³ Xuri Industrial And Commercial Management School, Donghua University, Shanghai, CHINA. E-mail: 656248158@qq.com

Introduction

Targeted poverty alleviation is a major decision made by the Party Central Committee and the State Council in order to build a well-off society at an early date. It is a solid foundation for achieving the goal of a well-off society in 2021, and then for China's early modernization (Zhou, *et al.*, 2018). China will be a prosperous, strong, democratic, civilized, and harmonious socialist modern country. Therefore, rural revitalization is undoubtedly the foundation and main task of this stage. The 2018 Central Committee Document "Opinions of the State Council of the Communist Party of China on the Implementation of the Strategy for the Revitalization of the Villages" emphasized that: Rural revitalization and getting rid of poverty are the prerequisites. In the important exposition of General Secretary Xi Jinping's "Three Rural Issues", there are both theoretical inheritance and innovation, as well as practical summary and development. "The unwavering" is the most systematic and distinctive (Tan, *et al.*, 2019), which occupies the position of general requirements. General Secretary Xi proposed in the book "Getting Rid of Poverty" that eliminating poverty, improving people's livelihood, and realizing common prosperity are the essential requirements of socialism. General Secretary Xi pointed out that the problem of agriculture and rural peasants is a fundamental issue related to the national economy and people's livelihood. We must always take the issue of "three rural issues" as the top priority of the party's work, and promote the promotion of rural talents, industry, and organizations. General Secretary Xi Jinping issued important instructions in June 2018, emphasizing the need to mobilize the enthusiasm of all sectors, which participate in poverty alleviation and achieve government, market, social interaction and industry poverty alleviation, special poverty alleviation and social poverty alleviation (Zheng, & Li, 2019). From the spirit and instructions of General Secretary Xi's speeches, it can be seen that the poverty alleviation and rural revitalization are complementary and inseparable. Scientific and technological innovation is both the first motive force for rural revitalization and poverty alleviation.

At the level of theoretical discussions, the current academic circles have been discussing the relationship between rural development and poverty alleviation. The first is the study of the relationship between rural revitalization and tackling poverty alleviation. To sum up, there are mainly disputes over the relationship of "mutual exclusion" and "transitionality". The "mutual exclusion" relationship emphasizes the differences between rural revitalization and poverty alleviation. On the one hand, both goals are different. Rural revitalization mainly lays the foundation for achieving the second century goal, while poverty alleviation mainly lays the foundation for the first century. On the other hand, the focus of the two is different. Rural revitalization focuses on top-level design and overall planning, and poverty alleviation focuses on specific treatment and micro-strategy. The "transitionality" relationship emphasizes that poverty alleviation is only part of

the content and important aspects of rural revitalization. Rural revitalization is a major strategy related to decisively achieving a well-off society and a socialist modernized country. Deciding to win the bottom-line task of building a well-off society in an all-round way, so fighting poverty is an important part of the rural revitalization strategy. The second is the study of the linkage mechanism between rural revitalization and poverty alleviation. The understanding of the “mutual exclusion” relationship has lost the basis for the study of the cohesion mechanism due to the emphasis on the difference, and the understanding of the “transitional” relationship has overemphasized the “transitional” linear relationship between the two. In the exploration of the cohesion mechanism, it only emphasizes the reference and impact of the rural revitalization strategy on poverty alleviation in areas that have not lifted out of poverty, and its functions are reflected in the re-understanding of the poverty meaning, the transformation of poverty alleviation and development strategies. The education of poverty alleviation, the reconstruction of financial targeted poverty alleviation, and the rural reconstruction are higher requirements for poverty alleviation.

In fact, poverty alleviation can be used as a reference for the revitalization of rural areas that have not been lifted out of poverty or in areas. Rural revitalization and poverty alleviation are major decisions and deployments related to China’s agricultural and rural development. Although the emphasis is different, they are all systematic national projects and have a wide range of connections. In summary, the current academic community lacks systematic and in-depth research on the necessity, feasibility, existing problems, and the connection path of the organic connection, and the in-depth study of these issues is precisely the implementation of rural revitalization strategies and the key to poverty alleviation. In this context, scientific research and overall planning of the two strategic convergence issues are conducive to better consolidating the results of poverty alleviation, which is fostering a long-term mechanism for poverty alleviation, and more effectively promoting the priority development of agriculture and the overall revitalization of rural areas. It is not only conducive to redefining poverty alleviation under the strategic guidance of rural revitalization, but also planning for poverty reduction ideas after 2020. Based on the necessity and feasibility of the connection between rural revitalization and poverty alleviation, this paper systematically analyzes the problems existing in the organic connection between rural revitalization and poverty alleviation, which proposes the path of organic connection between the two.

Targeted poverty alleviation and rural revitalization

In the past two years, with the continuous promotion of the two strategies of poverty alleviation and rural revitalization, the academic community has been paying more and more attention to this aspect. From the perspective of the organic

link between poverty alleviation and rural revitalization, these studies mainly focus on the following three aspects.

Poverty reduction strategy

The research on poverty alleviation and anti-poverty has a long history, but the relevant research on the post-2020 poverty alleviation strategy has not emerged until these two years. Most scholars believe that China's poverty will not disappear after 2020, but exists in a new form for a long time. For example, Tchouamou Njoya, & Seetaram (2017) proposed that after 2020, China's rural poverty will enter a new stage, either characterized by transitional secondary poverty and relative poverty, or characterized by coordinated urban and rural poverty governance (Wang, Fang, & Chen, 2018). Pointed out that after 2020, the main battlefield of China's anti-poverty is still rural areas. On the strategic transformation of Poverty Alleviation Policies, there is not only systematic thinking at the theoretical level, but also policy analysis based on practical observation. Huang *et al.* (2016) proposed that the poverty reduction strategy after 2020 should focus on five key issues, which are the study and judgment of economic and social development conditions, the formulation of new poverty standards, the establishment of urban-rural integrated poverty governance, the construction of social security, and the financial reform to ensure poverty alleviation investment. Wong, Flynn-Evans & Ruskin (2018) proposed to gradually establish multiple poverty lines, adjust and optimize poverty alleviation industrial policies, solve regional poverty needs new thinking, and establish a dynamic monitoring mechanism against poverty.

These studies focus on the analysis of China's anti-poverty strategy after 2020, and predict China's urban and rural poverty reduction pattern with the implementation of the rural revitalization strategy. However, overall, the existing research focuses on the strategic thinking at the macro level, and rarely makes a forward-looking investigation on the transition and succession of the old and New Poverty Alleviation Policies in the perspective of the linkage between poverty alleviation and rural revitalization.

The promotion of rural revitalization

The implementation of the rural revitalization strategy is the inevitable choice to solve the major social contradictions, the general grasp of the "three rural" work in the new era, and the embodiment of the "five in one" overall layout in rural work. In recent years, rural revitalization is in full swing, and the research on rural revitalization is increasingly rich. From the perspective of problem orientation, the bottleneck of rural revitalization is the lack of theory. Although there are some reflections on the background and internal logic of the rural revitalization from the perspective of urban-rural integration, there are also observations based on the differentiation of rural areas and farmers and the inheritance of generations.

However, in general, the academic circles either explain this strategy with traditional thinking, or continue to understand the fate of the countryside with one-way urbanization logic, or fall into the rural romanticism mood, which is divorced from the reality with isolated local and traditional agricultural thinking. At the practical level, there are some problems in the process of promoting the strategy of rural revitalization, such as superficial writing, introducing capital to the countryside, agricultural tourism and so on. There are also potential risks such as over administration and over formalization. Based on this, some studies have proposed that to improve the quality, efficiency and sustainability of the implementation of the strategy of rural revitalization, we must avoid such misunderstandings as the great leap forward, the lack of participation of farmers, too single path, and the growth of the main burden. Efforts should be made to avoid the tactical tendency of strategic issues, the romantic and idealized tendency of development goals, the tendency of unitary, and the tendency of engineering reform of system and mechanism, the tendency of bonsai supported by policies, the tendency of disorder of key points. These problems will not only affect the smooth progress of rural revitalization, but also affect the achievements of poverty alleviation.

These studies analyze the scientific connotation, main progress, and policy system of rural revitalization strategy, which summarize the potential risks and misunderstandings of rural revitalization from the theoretical and practical level. Nevertheless, the existing studies often interpret the rural revitalization strategy from the perspective of existing policies, fail to investigate the target nodes and the key points of poverty alleviation, and lack of operational policy recommendations.

The integration of the two strategies

The organic connection between rural revitalization and poverty alleviation has both practical needs and theoretical support. Some studies have pointed out that there is an inclusive relationship between poverty alleviation and rural revitalization, characterized by content integration, interaction, and subject consistency. Rural revitalization can learn from the experience of poverty alleviation to achieve steady progress, and poverty alleviation can use rural revitalization to seek in-depth development. Wang & Qian (2017) dialectically analyzed the connection and difference between the two strategies from three aspects of task logic, category logic and time logic, and pointed out that the effective connection between the top-level design of rural revitalization and the micro policy of targeted poverty alleviation should have strengthened. It has also proposed that the key to the organic connection of the two strategies is to enhance the participation of the three dimensions of farmers' industry, governance, and society, enhance the sense of access of the poor, and stimulate the endogenous power of poverty alleviation, to achieve sustainable poverty alleviation. From the perspective of practical observation, some small farmers only participate in poverty alleviation projects as

cheap labor rather than as the main body of development. There are also studies that show that the organic convergence of the two strategies still faces some obstacles in the aspects of system and mechanism convergence, industrial development and upgrading, and endogenous power stimulation. It is urgent to promote the key work of poverty alleviation and rural revitalization through policy convergence, work overall planning, and mechanism innovation, making steady progress and combining the long and short. Wu *et al.*, (2018) pointed out that it is very important for ethnic minority areas to rely on the strategy of rural revitalization, consolidate the achievements of poverty alleviation through the comprehensive measurement of the integration status of Autonomous County in Guizhou Province.

At present, the theoretical research on poverty alleviation has been relatively mature, and the policy interpretation on rural revitalization is very rich. Many scholars have begun to study the effective connection between poverty alleviation and rural revitalization. These studies demonstrate the necessity and importance of the organic connection of the two strategies. The concepts of introducing market mechanism, improving interest connection mechanism, and giving full play to political and institutional advantages are worth learning (Kuhner, & Chou, 2018). To understand the problems of rural revitalization in poverty-stricken areas from multiple perspectives, the mode of rural revitalization and the path selection of comprehensive poverty reduction from multiple dimensions will become the main trend of relevant research at present and in the future. In contrast to this goal, there are two deficiencies in the existing literature. First, the trace level of the connotation, extension, development path, and manifestation of poverty alleviation is not enough, especially the analysis of poverty alleviation ideas after the completion of the task of poverty alleviation in 2020 in the context of rural revitalization. Secondly, there is a lack of understanding of the stages, dynamics, and complexity of the strategy of rural revitalization, and a lack of summary of the experience of poverty alleviation and the effectiveness of the system, which is resulting in a lack of practical system analysis, mechanism construction, and policy design.

Accelerating Poverty Alleviation and Rural revitalization

To promote the effective connection between poverty alleviation and rural revitalization, we should rethink the poverty alleviation under the strategy of rural revitalization. This paper studies how to consolidate the achievements of poverty alleviation and promote the sustainable development of local economy by the clear policy measures of the rural revitalization. At the same time, it also re understands the rural revitalization from the perspective of poverty alleviation, summarizes the practical creation and great spirit of poverty alleviation, and studies the power transmission mechanism of poverty alleviation to rural revitalization. Therefore, to

promote poverty alleviation and rural revitalization as a whole, we must make clear the policy focus of poverty alleviation and rural revitalization, and dialectically analyze the internal logical relationship between them.

The Inner Logical Relationship between Targeted Poverty Alleviation and Rural revitalization

Policy generality of poverty alleviation and rural revitalization. There are common points between poverty alleviation and rural revitalization in goal orientation, policy content, main role, and system mechanism, some of which are mutually constructed.

- 1) *Shared goals.* The 19th National Congress of the Communist Party of China put forward the strategic arrangement to realize the two centenary goals in stages. The two major strategies of poverty alleviation and rural revitalization are aimed at achieving the two centenary goals. The goal of winning the battle against poverty lies in the first centennial goal, to build a moderately prosperous society in an all-round way. From the standard point of view, it is required that “by 2020, the rural poor will not worry about food and clothing, and the compulsory education, basic medical care and housing safety will be guaranteed”. From the perspective of regional development, it is required to achieve “the growth rate of per capita disposable income of farmers in poverty-stricken areas is higher than the national average, and the indicators in the main areas of basic public services are close to the national average”. The goal of the rural revitalization is to focus on the second centennial goal, that is, to build a socialist modern powerful country in an all-round way. The key lies in thoroughly changing the poverty and backwardness of the rural areas in the past thousand years, and realizing the all-round agricultural upgrading, all-round rural progress, and all-round development of farmers. Similar to the two centenary goals, poverty alleviation and the strategic goal of rural revitalization linked, improved, and deepened with multiple dimensions of economy.
- 2) *Content integration.* Both poverty alleviation and rural revitalization strategies focus on solving the “three rural issues”, and make institutional arrangements in terms of industrial development, migration, infrastructure improvement, rural governance, livelihood security, and institutional mechanism construction. For example, the development of rural characteristic advantageous industries is not only an objective requirement for poverty alleviation, but also an inevitable choice to achieve industrial prosperity. They are committed to promoting the integration of rural primary, secondary, and tertiary industries through the development of agricultural product processing industry, so that farmers can enjoy more benefits of the industrial chain (Michler, & Josephson, 2017). The implementation of relocation for poverty alleviation is an effective means to solve the problem that “one side of soil and water can’t support one side of people”.

It is also an important form to comply with the law of village development, promote rural construction in a classified way, and comprehensively solve the problems of village livelihood, infrastructure construction, and ecological environmental protection. Education, health care, housing, and minimum living security are the important indicators to promote the equalization of urban and rural basic public services in the strategy of rural revitalization.

- 3) *The main body is consistent.* General Secretary Xi Jinping pointed out that the poor people are both the object of tackling poverty and the main body of getting rid of poverty. External support is of great importance in poverty alleviation, but the dominant position of the poor should not have ignored. The main position of poor households is the main body of rural development, the main body of project implementation, the main body of income sharing, while the government is the main body of assistance, the main body of social mobilization and the main body of poverty alleviation responsibility. The implementation of rural revitalization is also inseparable from the main role of farmers. This kind of main body function is embodied in three aspects, that is, the will comes from the farmers, the power comes from the farmers, and the starting point and the foothold is to safeguard the fundamental interests of the farmers (Lade *et al.*, 2017). Both poverty alleviation and rural revitalization emphasize capacity building, stimulate farmers' enthusiasm and initiative, and their endogenous motivation enhanced to get rid of poverty and become rich. At the same time, the realization of the status of farmers as the main body cannot have rigidly understood as the skill promotion and development participation of individual farmers. It is necessary to play the role of farmers as the main body in various ways by cultivating a new type of agricultural operation main body, improving the villagers' Autonomous organization, and promoting the development and expansion of the village collective economy.
- 4) *System promotes each other.* Whether it is poverty alleviation or rural revitalization, we must rely on institutional mechanisms to ensure. The three mechanisms of poverty alleviation are the cooperation mechanism between the East and the west, the targeted poverty alleviation mechanism, and the participation mechanism of social forces. The key to making decisive progress in poverty alleviation lies in the leadership of the party and the innovation of the system and mechanism. The working mechanism has formed that the central government plans as a whole, the province takes the overall responsibility, and the city and county pay close attention to the implementation. A three in one poverty alleviation pattern of special poverty alleviation, industry poverty alleviation and social poverty alleviation has built. After several years of continuous efforts, the poverty alleviation strategy has formed an effective leadership system and working mechanism, demonstrated great political and institutional advantages, and laid a working foundation and guarantee for Rural revitalization. The

implementation of the rural revitalization Strategy can fully absorb these experiences, graft this set of working mechanism, and transform and absorb them.

Policy differences between poverty alleviation and rural revitalization. Both poverty alleviation and rural revitalization belong to the resource allocation of space-time endowment, which has both the antecedent and follow-up relationship of time dimension and the overlapping relationship of space dimension. This dual dimension synergy reflects the policy focus of the four strategies:

- 5) *Priority tasks and top-level design.* Poverty alleviation is the bottom line task of building a well-off society in an all-round way and the priority task of implementing the strategy of rural revitalization, which has the characteristics of urgency, priority, and stage. In order to win the battle of poverty alleviation, we must adhere to the current poverty alleviation standards and complete the goal of building a moderately prosperous society in an all-round way according to the established time nodes. As one of the seven strategies, the strategy of rural revitalization is written into the party constitution, which is the top-level design to solve the “three rural issues” as a whole because of grasping the law of the evolution of the relationship between industry and agriculture. In the top-level design of rural revitalization, we should focus on the key points and concentrate our efforts to ensure that the priority tasks are completed first. Similarly, in the process of completing the priority tasks, we should focus on the top-level design and improve the long-term mechanism of stable poverty alleviation.
- 6) *Specific groups and inclusive support.* The target of poverty alleviation strategy is the rural poor under the current standard, focusing on the establishment of files and the establishment of cards, focusing on the specific area of poverty-stricken areas (Vitria, 2017). With the continuous progress of poverty alleviation, we will further highlight the problem orientation and focus on the deep poverty areas and special poverty groups. The target group for poverty alleviation is established, clear and with strict standards. The poverty alleviation policy has strict implementation boundaries between poor and non-poor households, poor and non-poor villages, poor counties, and non-poor counties. In addition, rural revitalization emphasizes promoting comprehensive revitalization through inclusive support, benefiting more than one billion people to cover urban and rural areas.
- 7) *Micro strategy and overall plan.* The biggest feature of poverty alleviation is to adhere to the basic strategy of targeted poverty alleviation, “five in one batch” and “six in one” are the most concentrated embodiment. Poverty alleviation focuses on making differentiated and inclined supporting policies based on the causes of poverty; the implementation of policies realized based on people and places, poverty causes, poverty types, embroidery and targeted treatment. While the rural revitalization strategy emphasizes more on the coordinated de-

velopment of agricultural and rural areas, it adheres to the integrated design and promotion of agricultural modernization, which highlights the leading role of planning (Gerstle, 2017). On the premise of doing its best, it emphasizes more on doing what it can, and systematically promotes the development of agricultural and rural undertakings through sustained policies and investment.

- 8) *Absolute poverty and relative poverty.* The main task of poverty alleviation is to solve the problem of absolute poverty of the rural poor and ensure that the poor realize “two not worry and Three Guarantees”. Although there are also clear requirements for the education, medical treatment, and housing of the poor, increasing income is still the first. In order to solve the problem of relative poverty of rural population, we should prevent absolute poverty through the prosperity of industry and establish the mechanism of increasing income of rich peasants. At the same time, rural revitalization will also improve rural infrastructure and public services, comprehensively improve the level of rural education, medical care, pension, culture, and social security, and solve the problem of multi-dimensional poverty. With the gradual improvement of the system and mechanism of urban-rural integration, the role of rural revitalization strategy in the overall urban-rural poverty governance will gradually appear.

Existing problems and cause analysis

It is an important task put forward by the central government to link poverty alleviation and rural revitalization effectively, and it is the realistic demand of “three rural” work in the new era. The overall deployment of poverty-stricken counties that have taken off their hats conforms to the requirements of the central government and their own reality. Major policies and measures have put in place, and the project works are orderly and effective. However, it should also have noted that no matter the areas with relatively developed economy or the underdeveloped areas just emerging from poverty, there are still some common problems and challenges. There are still many short board bottlenecks in the economic and social development of the county, and the fundamental factors that restrict the stable poverty alleviation and long-term development have not completely eradicated, and some potential risks and potential problems still deserve high attention.

Obstacles in the connection between rural development and targeted poverty alleviation:

- 1) *Rural revitalization and poor poverty alleviation system not well connected.* Persisting in targeted poverty alleviation for many years, a relatively complete institutional mechanism and operating system have formed, and the rural revitalization strategy just started is in the transition period of top-level design, macro planning, and micro-measurement. In the practice of the coordinated advancement of the mechanism and mechanism, there is a problem of poor

operation, resulting in no unified scheme for the articulation mechanisms in various places. Precise poverty alleviation has provided with sound organizational guarantees, and sound institutions have established from the central to local levels, while the rural revitalization institution design is not yet complete.

- 2) *Difficult to upgrade the industries established in targeted poverty alleviation.* Most of the industries established in targeted poverty alleviation are for short-term effectiveness and low sustainability effects (Arp, Ardisa, & Ardisa, 2017). In addition, under the pressure of poverty alleviation, projects in some places are more “scarred”, and the lack of late-stage investment has also lifted poor households out of poverty.
- 3) *Lack of endogenous motivation for development.* With the speeding up of peasants' migrant work in cities, a new group emerged - semi-work and half-till. A large number of young and knowledgeable labors have migrated to cities and their dependence on villages has weakened. Most of the left-behind in the rural areas are old, weak, and disabled, and lack of labor, making it difficult to achieve organizational mobilization. The characteristic of rural revitalization is to play the main role of farmers under the leadership of the government. Under the current complex situation, rural revitalization lacks endogenous motivation.

The overall implementation not enough:

- 1) Strategic deployment lacks coordination. From the perspective of grass-roots observation, in some areas, the implementation of major strategies of the central government leads to the phenomenon of considering one thing and losing the other, and putting priority on one's own task. For example, some places talk about “getting rid of poverty” and “revitalizing”, ignoring the internal logic relationship between the two strategies, and the problems such as overlapping agricultural projects and decentralization of capital investment are more prominent.
- 2) The key tasks seriously indexed. From a national perspective, it is an effective means to decompose key tasks from the strategic planning level. However, in the process of grass-roots implementation, there have been over engineering, indexation and other phenomena, there are problems such as hard task decomposition, over dependence on assessment and simply relying on supervision.
- 3) The problem of policy fragmentation prominent. In the process of poverty alleviation, local governments have integrated project funds, coordinated various poverty alleviation measures such as industry, employment, education and medical care, aimed at establishing files and establishing cards for poor households, and played a role of policy convergence. However, in the process of rural revitalization, some original problems of policy and departmental interests reappear, resulting in unclear policy objectives and inaccurate positioning.

Weak regional support capacity:

- 1) The basic level of rural areas is weak. The construction of grass-roots organizations and industrial development are divorced from each other, resulting in problems such as desalination, emptiness, and marginalization of the construction of rural grass-roots organizations. Compared with the requirements of stable poverty alleviation, the age structure and ability quality of the “two committees” of the village still lags far behind. The number of Party members in poverty-stricken villages is small, the number of reserve cadres is insufficient, and the age is serious.
- 2) The vitality of county economy insufficient. From the perspective of macro environment, the decline of general public financial budget revenue significantly increases the difficulty of poverty alleviation and rural revitalization (Jang, *et al.*, 2017). At present, the county economy in some areas is not vigorous enough, the development projects are the same, and there are multiple problems such as the simplification of rural industry, high risk, and low competitiveness.
- 3) The coordination of rural reform not strong. The establishment of the institutional mechanism and policy system of urban-rural integration is a strong guarantee for consolidating the achievements of poverty alleviation and promoting the revitalization of rural areas. The key to urban-rural integration lies in reform, especially the deepening of comprehensive rural reform. At present, the rural reform is not systematic, coordinated, and integrated enough, and there is no coordination among the reform measures.

The Countermeasures and Suggestions

Top-level design and overall framework

To adapt to the new situation and changes, the effective connection between poverty alleviation and rural revitalization should be carried out from the two levels of government and market, and the overall connection between government leadership and market decisions should be done well (Figure 1). At the level of government regulation, it focuses on stabilizing the external support, investment mechanism, the support is not slack, and the investment is not reduced. A good job in planning, policy, supervision and work, constantly optimizing the market environment, and innovating the leadership system and working mechanism (Lo, & Wang, 2018). At the level of market mechanism, the main focus is to cultivate the endogenous power and development ability of farmers, fully mobilize the initiative, eliminate absolute poverty, alleviate relative poverty, realize the overall revitalization of rural areas, promote the integration of urban and rural areas, and improve the level of market-oriented allocation of factors. It should be pointed out that the implementation of the rural revitalization Strategy should focus on the

poor areas, provide support, and guarantee for consolidating the achievements of poverty alleviation. Before the poverty-stricken areas get rid of poverty, the central task of implementing the strategy of rural revitalization is to tackle poverty with one's heart and not deviate from the target of poverty alleviation. According to the central task of poverty alleviation, we should integrate the ideas and principles of rural revitalization strategy into the specific plans and actions of poverty alleviation, and lay the institutional and material foundation for rural revitalization.

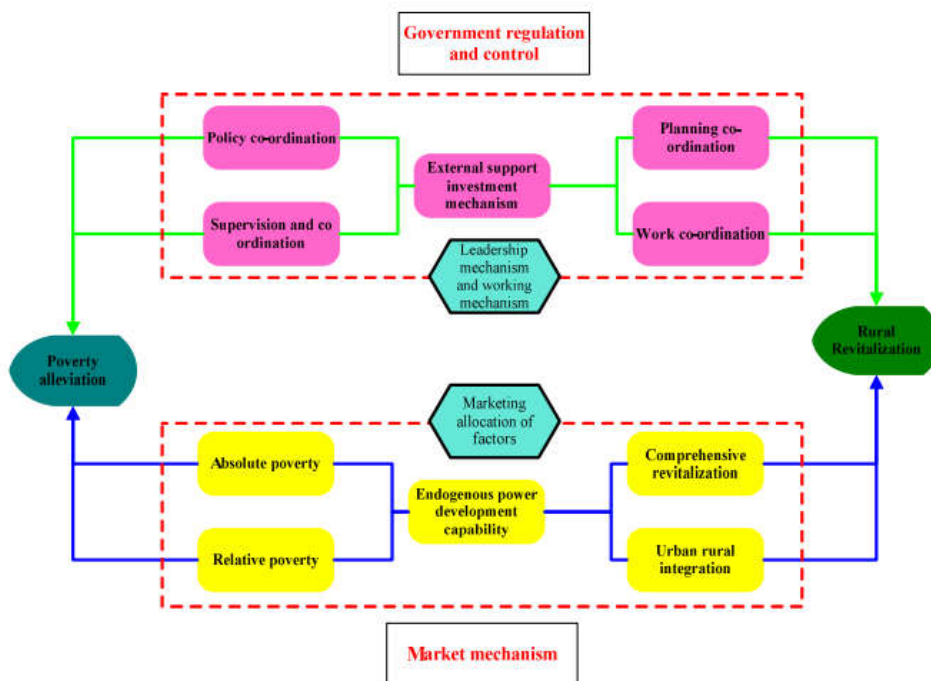


Figure 1. The overall framework of effective connection between poverty alleviation and Rural revitalization

Policy arrangement

The direct embodiment of the effective connection between poverty alleviation and Rural revitalization lies in the transfer and succession of micro policies (Figure 2). Since the 18th National Congress of the Communist Party of China, all parts of the country have met the general requirements (Wang, Li, & Zhang, 2019). A series of policies and measures have introduced in the fields of industrial poverty alleviation, employment poverty alleviation, relocation, ecological poverty alleviation, health poverty alleviation and comprehensive guarantee poverty alleviation. These policy measures and major arrangements play an important supporting role in winning the battle against poverty. In order to link up poverty

alleviation and rural revitalization effectively, we need to sort out the current poverty alleviation policy, including the withdrawal, continuation, and transformation, and make a good policy overall planning by classification.

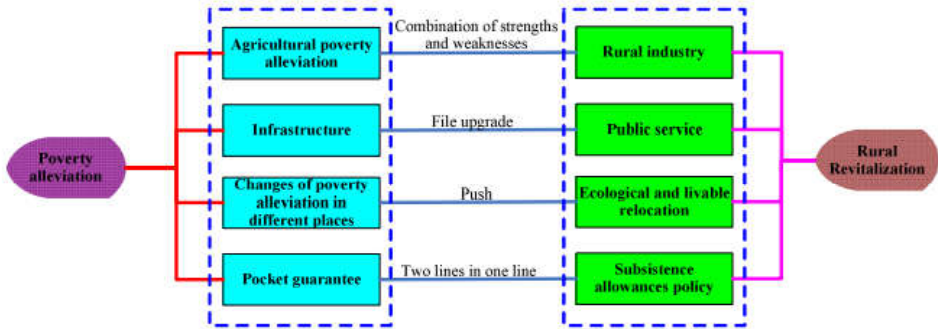


Figure 2. The policy arrangement of effective connection between poverty alleviation and Rural revitalization

We should pay attention to the combination of long and short, strengthen the support of industry and employment, focus on the docking of production and marketing, and achieve stable poverty alleviation through the development of rural industries. We should continue to upgrade rural infrastructure, comprehensively improve production and living conditions in poor areas, and focus on a number of infrastructure and public services leading regional development, such as transportation, electricity, communications, safe drinking water, and networks (Sims, 2017). The relocation of poverty alleviation through relocation of ecological livable and rural residents should be carried out continuously. The problem of simultaneous relocation of population should have solved systematically. Great attention should have paid to the industrial development and employment after relocation to ensure stability, wealth, and integration. It is necessary to dynamically and delicately manage the basic guarantee, include all the eligible poor people in the scope of guarantee, and promote the integration of “poverty alleviation line” and “minimum guarantee line”.

Countermeasures and suggestions

With the steady progress of the rural revitalization Strategy and the new urbanization strategy, new changes will take place in poverty-causing factors and poverty patterns in the poor areas after 2020, and new adjustments will be made in the strategic thinking, working system and institutional system of poverty alleviation. Therefore, to promote high-quality poverty alleviation, effectively prevent the return to poverty, promote the priority development of agricultural and rural areas, and realize the revitalization of rural areas are interrelated and mutually promoting system projects. We need to plan as a whole and consider

comprehensively, and do a good job in planning, policy, supervision and work as a whole.

- 1) *Plan as a whole.* At present, the tasks, projects, and projects to complete in poverty-stricken areas should have included in the strategic planning or implementation plan of rural revitalization, and follow-up support should have strengthened to make them play a long-term role. At present, the strategic plan for Rural revitalization (2018- 2022) issued by all regions has put rural construction in a prominent position, classified villages and defined the priority of construction. However, most areas will take the lead in the revitalization of villages or key construction villages as the economically developed villages with better basic conditions and superior transportation location, and take the poverty-stricken villages or the backward villages located in remote areas as the late development villages, which leads to the phenomenon of putting the cart before the horse. In order to do well in planning and overall planning, it is necessary to take the poverty-stricken villages as the focus of rural construction, incline the relevant supporting policies of rural revitalization to the poverty-stricken villages, and promote the improvement of basic conditions in poverty-stricken areas.
- 2) *Do a good job in policy coordination.* This paper studies the duration, content and decoupling methods of the current tilt support policies, and proposes in which areas new policies need to be issued and in which areas new projects need to be launched. The investment and support of Rural revitalization in terms of funds, projects, talents and technology should reflect the inclination to the poor areas. In the major plans, projects and actions for rural revitalization, we should give full consideration to the requirements for long-term poverty alleviation and prevention of poverty return, and consolidate the development achievements of poverty alleviation. The focus of policy coordination is investment coordination. We will adjust and improve the scope and proportion of land transfer revenue, ensure that investment channels are not reduced and investment intensity is not declining, and improve the diversified investment guarantee mechanism for rural revitalization.
- 3) *Do a good job in supervision and coordination.* This paper studies the implementation path of “no responsibility, no policy, no help, no supervision”, focusing on the implementation of dynamic supervision of poverty alleviation objects, which should not only be returned, but also be accepted. At this stage, we need to optimize the evaluation mechanism and methods for poverty alleviation, to accumulate experience for the actual performance evaluation of rural revitalization. In the process of promoting rural revitalization, it is necessary to check and verify the poverty alleviation households. Those who have not yet fully solved the “two no worries and Three Guarantees” should be marked as the poverty alleviation and return population in time, implement the responsibility

of assistance, and achieve stable poverty alleviation. At the same time, it is necessary to include the people whose income level is slightly higher than that of the poverty-stricken households who have set up the file and registered cards into the key supervision scope, continue to take the measures of assistance, and consolidate and expand the achievements of poverty alleviation.

- 4) *Do a good job of overall planning.* This paper studies how to learn from the leadership system and working mechanism formed by poverty alleviation in the process of promoting rural revitalization, and establish a sound system of responsibility system, supervision system, assessment and evaluation system. At the same time, we need to deepen rural reform, break down the institutional mechanisms that hinder the integration of urban and rural development, and inject strong momentum into rural revitalization. To adapt to the new situation of poverty alleviation and the needs of strategic priorities after 2020, we should accelerate the discussion on how to reform the current poverty alleviation system, and dynamically adjust the target direction of poverty alleviation cooperation between the East and the West and targeted poverty alleviation. We will integrate poverty alleviation resources scattered in all sectors, optimize and create a new poverty alleviation framework, and establish a poverty alleviation system that integrates industry, agriculture, and urban and rural areas.

Optimization of the assessment system

The implementation of the strategy of rural revitalization and the fight against poverty are related to the realization of a well-off society in an all-round way. The next two years will be the crucial period to overcome the poverty and overcome the poverty. In this special historical context, it is particularly important to do a good job of organically linking the strategy of rural revitalization and the fight against poverty. In view of the main obstacles or significant problems facing the convergence of the two, in the context of the new era, efforts should be made to accurately implement the overall implementation of institutional mechanisms, diversified encouragement of industrial development, and active cultivation of subjective consciousness, and promote the symbiotic style of rural revitalization strategies and poverty alleviation.

- 1) *Overall implementation of institutional mechanisms.* Aiming at the problem of the poor connection between rural revitalization and tackling poverty alleviation, the relevant systems and mechanisms should be implemented as a whole. Specifically, the first is to do a good job of policy convergence. Based on local conditions, formulate detailed rules and implementation plans for the integration of rural revitalization and poverty alleviation, resolve conflicts in existing planning content, and guide the convergence of the two. The second is to strengthen the protection of grass-roots government organizations, and establish a rural revitalization and poverty alleviation with the county's main

person in charge as the group leader and county departments and township leaders as the main members. The third is to implement a project coordinating mechanism, including all kinds of projects that need to upgrade in poverty alleviation projects into the rural revitalization planning and implementation plan, and at the same time enrich the poverty alleviation projects in accordance with the funding standards and requirements for rural revitalization projects. In order to solve the fragmentation of agricultural-related projects, it is necessary to promote the reform of the project management system by integrating institutions, projects, and personnel, such as setting up agricultural-related project management offices at the county level to improve project performance (Ahlstrom, *et al.*, 2017). The fourth is to implement the assessment and evaluation mechanism, and to learn from the more mature evaluation mechanism formed by the fight against poverty to evaluate the convergence effect. Based on this, through the implementation of policy linkage, organizational guarantee, project coordination, and assessment and evaluation mechanisms, the effective integration of rural revitalization and poverty alleviation mechanisms and mechanisms has achieved.

- 2) *Encourage the development of multiple industries.* Industrial development is an important symbol for achieving poverty alleviation and rural revitalization, and industrial upgrading is an inevitable requirement for the organic connection between the two. The concept of industrial poverty alleviation is to bring the poor households to the market through the industry and improve the sustainable livelihood of the poor households. However, the industrial development faces problems such as poor sustainability and the lack of farmers, and it is difficult to upgrade the industry. For this reason, we should adapt to local conditions and encourage the development of multiple industries. First, based on the unique resource endowment of poor areas, develop special breeding and breeding industries, improve the market competitiveness of the industry, and promote the integration of poor people with new agricultural structures. The second is to promote the development of new business entities based on the original poverty alleviation industry. By extending the agricultural industry chain, promoting industrial integration, increasing the value added of products, allowing poor households to enjoy value-added benefits, and promoting the organic connection between small farmers and modern agriculture. For example, the Sichuan Linshui Shengshi Planting Professional Cooperative provided the custody service for 14 villages through the development of agricultural productive services. At the same time, the cooperative actively develops the organic agriculture and grain and oil industry chain, and the value-added benefits belong to the poor households. The third is to explore the development of small farmers. At present, the focus of poverty alleviation is on the deeply impoverished people. Among them, the majority of the deep impoverished people are

mainly small farmers, and it is difficult to cover conventional industrial poverty alleviation. Therefore, taking the existing livelihood resources of farmers as the starting point, agricultural production is carried out in accordance with the mode of small farmers, and by establishing a nested market as a transaction carrier, direct connection with urban consumers is achieved. The mode of poverty alleviation for small farmers in nested markets strengthens the trust relationship between poor small farmers and urban consumers, and realizes the "de-intermediate link" between the two, so that poor small farmers can obtain stable and higher agricultural income. Therefore, this is a relatively stable mode of poverty alleviation for small farmers, and it is worthy of promotion and exploration on a larger scale. At the same time, on the basis of the development of the small-scale agricultural industry, exploring the development of farming cultural tourism, and realizing village environmental improvement through self-organization by villagers, this is also a way to achieve rural revitalization.

- 3) *Actively cultivate subjective consciousness.* In view of the difficulty of stimulating the endogenous motivation of farmers, it is necessary to accelerate the cultivation of the consciousness of the subject of rural revitalization and poverty alleviation, and to truly allow farmers to "internalize in their hearts" and "externalize in line". The core lies in correctly handling the government-led relationship. In terms of conceptual guidance, the government should take various measures to guide farmers to increase subjective awareness. For example, we should do a good job of combining poverty alleviation and revitalization with the help of volunteers and wisdom. We should guide farmers to change their ideas and increase their consciousness by adopting typical guidance, developing volunteer education such as rural revitalization of "peasant workshops", and innovating self-help poverty alleviation methods. . At the same time, various agricultural training opportunities are used to improve the skills of farmers and lay the foundation of human capital for industrial development. In terms of industrial development, whether it is the industrial planning and design stage or the planning implementation stage, we should improve the corresponding mechanism, innovate the communication channels for the masses, create a platform for people to participate, and let the farmers participate. Farmers should not only become beneficiaries of industrial development, but also become participants in industrial development, so as to realize the organic combination of government-led and farmers (Mitishita, *et al.*, 2016). For example, the Hebian Village experiment is based on the local natural, climate, and cultural characteristics. It develops a composite industry with high-end conference and leisure as the leading industry, characteristic agricultural products as auxiliary industries, and breeding and breeding as basic industries. The participation of non-profit organizations and farmers as the mainstay of the poverty governance model has opened up a possible path from targeted poverty alleviation to rural

revitalization. Therefore, we should actively explore ways to strengthen the rural collective economy and improve the organization of farmers. In addition, organizations such as cooperatives, social service organizations, and supply and marketing cooperatives should have supported and brought into play to organize and lead farmers, and reshape rural subjectivity.

Conclusion

China is in the historical intersection period of poverty alleviation and rural revitalization. On the one hand, decisive progress has made in poverty alleviation, which is focusing on entering the decisive stage of the decisive battle. On the other hand, the strategy of rural revitalization has started well, all kinds of resource elements have activated, and the mechanism of rural comprehensive reform have established, starting to enter the stage of in-depth promotion. In this context, scientific research of the two strategic convergence issues will not only help to better consolidate the key achievements of poverty alleviation, cultivate a long-term mechanism for poverty alleviation, but also help to promote the priority development of agricultural and rural areas more effectively. It is not only conducive to redefining the poverty alleviation under the guidance of the strategy of rural revitalization, but also it is conducive to re understanding the rural revitalization in the process of poverty alleviation, drawing on the valuable experience accumulated in poverty alleviation, and promoting the high-quality revitalization of villages.

It is worth noting that measuring the effectiveness of rural revitalization is a more complicated process than the targeted poverty alleviation. To formulate a measure of the effectiveness of rural revitalization, we must consider both the differences in different regions of China and the resource endowment of the village itself. In this case, it is difficult to measure the rural revitalization by a unified standard. Therefore, while the evaluation standards are operable, they should also take into account local conditions. China's targeted poverty alleviation has broadened the thinking of developing countries to solve poverty problems, provided a new perspective for countries in the world who want to solve their own poverty problems, and contributed Chinese wisdom and Chinese solutions to human problems. The experience in the process of targeted poverty alleviation continues to use it in rural revitalization, which is the focus of effective integration of rural revitalization and targeted poverty alleviation. The central level has issued many important documents in the top-level design, leadership system, working mechanism, and policy measures. These documents have reflected the inheritance of targeted poverty alleviation experiences, such as direct use. The system design of "five-level secretary grasps poverty alleviation" proposes "five-level secretary grasps promotion". With 2020 as the node, China is realizing a

leap from comprehensive well-off to common prosperity. In the future, China will make outstanding contributions to the community destiny.

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