

# Discussion on the Strategy of Targeted Poverty Alleviation in Colleges and Universities from the Perspective of University Function

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**Keywords:** University functions, Precision poverty alleviation, Scientific poverty alleviation, Education poverty alleviation, Cultural poverty alleviation.

**Abstract.** Talent training, scientific research, serving the society, cultural inheritance and innovation have become the four major functions of the university. Based on the functions of colleges and universities, taking targeted poverty alleviation as the main line, and guided by benefit output, this paper analyzes it from the three dimensions of scientific poverty alleviation, education poverty alleviation and cultural poverty alleviation. This paper probes into the social responsibility and positive role that colleges and universities should bear and play in poverty alleviation in China as the backbone of social progress and human civilization in the new period.

## Introduction

Poverty alleviation is one of the three battles that our country must win at the present stage. As a unique cultural institution, colleges and universities have become an important force in the battle to get rid of poverty. Therefore, how to give full play to the unique advantages of talent reserve, scientific research institutions and social reputation to meet the practical needs of poor areas and solve the practical difficulties of the poor is a theoretical and practical problem worth discussing.

## An Overview of Poverty Alleviation

Since the 18th National Congress of the Communist Party of China (CPC), the CPC Central Committee with Xi Jinping as the core has put getting rid of poverty and tackling hardships in a prominent position in the administration of the country. Poverty alleviation has become the ideological consensus and action consciousness of party committees and governments at all levels. After the Fifth Plenary session of the 18th CPC Central Committee, the meeting of the political Bureau of the CPC Central Committee for the first time focused on the deployment of poverty alleviation, and decided on the Decision on Winning the Poverty Alleviation Battle. It clearly pointed out that it is necessary to take unconventional measures, come up with excellent measures, lift the strength of the whole party and the whole society, and adhere to the party's poverty alleviation battle. The Decision on Winning the Poverty Alleviation Battle issued by the CPC Central Committee and the State Council made comprehensive arrangements for the 13th five-year Plan poverty alleviation. In addition, it also pointed out that we should strengthen cooperation in poverty alleviation between the eastern and western regions, adjust and improve pairing relations, and achieve full coverage of assistance to the 30 ethnic autonomous prefectures throughout the country. We will implement the joint efforts of 267 economically developed counties (urban areas) in the east to help 430 poor counties in the west. We will strengthen fixed-point support work, mobilize 26000 private enterprises, and carry out the campaign of "thousands of enterprises to help thousands of rural areas." The central inspection took poverty alleviation as an important content, and the Poverty Alleviation Office of the State Council set up the 12317 Poverty Alleviation Supervision and reporting telephone number, which applied the supervision results to the

assessment, evaluation, supervision and inspection.

The report of the 19th CPC National Congress pointed out: mobilize the strength of the whole party and the whole society throughout the country, adhere to targeted poverty alleviation, ensure that by 2020, the rural poor will be lifted out of poverty, all the poor counties will take off their hats, and the overall regional poverty will be solved, in order to "get rid of true poverty, true out of poverty." [1] Eliminating poverty, improving people's livelihood and realizing common prosperity are the essential requirements of socialism. Ensuring that 55.75 million poor people get rid of poverty is the most arduous task of building a well-off society in an all-round way, and it is also the top priority and the first livelihood project during the 13th five-year Plan period.

### **Functions of the University**

"The purpose of the university is to carry forward the moral character of being fair and upright, to make the people benevolent, harmonious, reasonable and better, and to enable people to achieve the most perfect state." This is a familiar passage in *Erudition*. It is said that the purpose of the university is to carry forward the moral character of being fair and upright, to make people abandon the old and make the new, and to make people reach the most perfect level. Among them, erudition refers to erudite or adult learning. After years of baptism, the university has evolved from a simple theory of self-cultivation and learning to a comprehensive body of seeking truth and spirit. Talent training, scientific research, serving the society, cultural inheritance and innovation have become the four major functions of the university, the four are an organic whole which can not be artificially separated and antagonistic. Talent training is the core, and scientific research is the prerequisite for doing a good job of talent training. However, whether it is talent training or scientific research, the ultimate significance of universities lies in serving the society, inheriting and innovating culture.

### **The Orientation of Colleges and Universities in Targeted Poverty Alleviation**

In carrying out poverty alleviation work to fulfill social responsibility, colleges and universities must combine the characteristics of running a school and disciplines and specialties to find a correct positioning and targeted, in order to quickly enter the role, give full play to comparative advantages, implement targeted poverty alleviation, and produce satisfactory social benefits. First of all, from the perspective of school-running level, universities at different levels should bear their corresponding social responsibility and implement differentiated poverty alleviation strategies. China's colleges and universities are a distinct level of university system, which can be divided into world-oriented and international leading "double-first-class" universities, national and regional well-known undergraduate colleges, local, local and other higher vocational colleges. Colleges and universities at different levels have different educational and social resources, enjoy different national support policies, and bear different responsibilities in targeted poverty alleviation. Secondly, from the perspective of discipline characteristics, different types of colleges and universities should bear different responsibilities for poverty alleviation. Colleges and universities in China can be divided into comprehensive universities, colleges of science and technology, agricultural and forestry colleges, medical colleges, normal colleges, cultural and historical colleges, financial and economic colleges, political and legal colleges, sports art colleges and so on. Different types of universities have their own research areas and disciplinary expertise, and their responsibilities for poverty alleviation through education should also be different.

### **Targeted Poverty Alleviation Strategy in Colleges and Universities**

The core of targeted poverty alleviation lies in taking precise, targeted and differentiated measures. Colleges and universities should give full play to their respective advantages and characteristics to solve the following three problems in targeted poverty alleviation: for whom, by

whom and how to do. The relationship between targeted poverty alleviation and university is so complicated and promote each other. It is shown in the figure below.

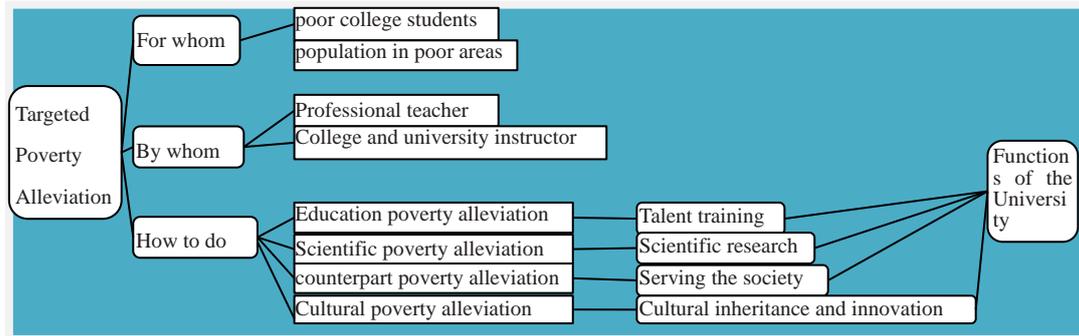


Fig. 1 University poverty alleviation roadmap

### Relying on the Advantages of Scientific Research to Alleviate Poverty through Science and Technology

Poverty is a concept of economic category. The so-called poor areas refer to economically underdeveloped areas. The fundamental way out of poverty is to promote sustainable and stable economic growth in the region. The neoclassical economic growth theory school represented by Solow [2] not only emphasizes the leading role of capital accumulation on economic growth, but also regards science and technology as the exogenous variable of the economic system. The new economic growth theory school, represented by Romer [3] and Lucas [4], directly regards technology as the endogenous variable of the economic system, which highlights the important factor of economic growth, which has been neglected by mainstream economics for a long time. This approach also breaks the research framework of neoclassical economic growth theory. There is no doubt that science and technology will be the core driving force to improve the traditional economic development path in poor areas. Among the poverty alleviation programs in China, poverty alleviation through science and technology is an important measure with the earliest development, the highest comprehensive degree, the widest scope of influence and the best social benefits. University is a specialized institution that studies advanced knowledge, develops high-end technology and produces high-level achievements. Colleges and universities should rely on the advantages of disciplines, talents and information to go deep into the social practice of poverty alleviation through science and technology.

First, make full use of talent think tank, carry out in-depth theoretical exploration, and promote system innovation. Universities face the major theoretical problems that need to be solved in poverty alleviation policy, gather outstanding talents, create a good academic environment and atmosphere, and make the university become the center of knowledge innovation. Colleges and universities should draw lessons from the model of poverty alleviation through science and technology of the Chinese Academy of Sciences, carry out theoretical exploration at the top level of poverty alleviation policy, boldly assume and carefully verify it, and introduce more good systems and policies for the country to help the poor and benefit the people's livelihood. Second, we should make full use of our advantages and characteristics of disciplines, carry out in-depth social practice, and promote technological innovation. Colleges and universities should face the major technical problems that need to be solved in the practice of poverty alleviation, adhere to the problem orientation, and, in accordance with the requirements of targeted poverty alleviation and targeted poverty alleviation, will rely on the advantages of specialties and disciplines, coalition governments, enterprises, and scientific research institutions. In view of the technical difficulties, cost control and other specific problems in industrial poverty alleviation, new technologies, new materials and new products have become new means of poverty alleviation by science and technology. Third, we should pay attention to the transformation of scientific and technological achievements in poor

areas and the absorption of the poor among the poor, and earnestly solve the problem of sustainability in poverty alleviation. New technologies, new models and new industries must be realized by people, especially by the poor in poor areas. Science and technology must be accepted, absorbed and mastered by the masses in poverty-stricken areas in order to have a sustained effect on their production and life, and internalize their production and living habits, so as to inject lasting impetus into the economic development of poverty-stricken areas.

### **Relying on the Advantages of Talents to Develop Poverty Alleviation through Education**

"If you want to treat poverty, you must first treat people's stupidity. If you want to help the poor, you must first improve their IQ. If you want to improve their IQ, you must promote education." The renewal of people's ideas and the promotion of knowledge and ability is the driving force to get rid of poverty and become rich. Only when blood transfusion becomes hematopoietic, can the results be effective for a long time. Colleges and universities should make full use of intellectual resources, material resources, information resources and ideological positions, improve the overall quality of the population in poor areas, and cut off the intergenerational transmission of the poor. Focus on solving two major education problems, one is the education of poor college students, the other is the education of the population in poor areas.

First, targeted financial assistance and ideological help at the same time to help poor college students to become healthy talents. First of all, do a good job in the targeted identification of poor students, timely find those really poor college students, and set up a file card. Secondly, do a good job of poor students for targeted help. First, funds help poverty alleviation. By building a file card, Students from poor families, students from rural minimum-security families, students from poor rural areas, orphaned and disabled students, children of martyrs, and students with special circumstances such as natural disasters or emergencies are taken as key objects of financial assistance. Second, employment helps poverty alleviation. While implementing the educational funding of governments at all levels, colleges and universities should tilt more work-study posts to poor students so that they can carry out teaching assistants, research assistants and management aids within their capabilities. Third, ideology helps poverty alleviation. Ideological and political workers in colleges and universities should actively educate and guide poor students to correctly understand themselves, relieve pressure, eliminate inferiority complex and negative emotions, stimulate poor students' awareness of positive thinking and autonomous learning, and establish their own career goals and life plans.

Second, equal emphasis should be placed on in-school education and out-of-school training to improve the quality of the population in poor areas. Colleges and universities should change the thinking of emphasizing education and neglecting training, combine characteristic poverty alleviation, counterpart poverty alleviation and generalization poverty alleviation organically [5], and carry out the work of poverty alleviation through education. Characteristic poverty alleviation means that colleges and universities should carry out intellectual education and skills training for poor households according to their own subject characteristics and resources. For example, teachers and students majoring in economics can carry out economic policy interpretation and industrial risk analysis for poor households, and teachers and students majoring in agronomy can carry out soil quality inspection, crop planting and animal husbandry methods training in poor areas. Teachers and students majoring in psychology can carry out mental health consultation and so on. Counterpart poverty alleviation means that colleges and universities should establish a special poverty alleviation work team, take root to help the poor, teach by words and deeds, and use their own words and deeds to influence, influence and drive the local people out of ignorance and work hard to get rich. Universal poverty alleviation means that while doing a good job in the economic and cultural construction of counterpart poverty alleviation points, colleges and universities actively popularize the successful experience of poverty alleviation through education, take the initiative to find poverty objects with the same characteristics, and make use of network platforms and networking technologies to carry out similar guidance so as to achieve the effect of poverty alleviation with twice the result with half the effort.

## **Relying on the Advantages of Document Inheritance and Innovation to Carry out Cultural Poverty Alleviation**

Poverty, on the face of it, is an economic problem, but from a deep point of view, it is a cultural problem. The so-called "poverty culture" is "a unique way of life that the poor have." It is the immaterial form of behavior, habits, customs, psychological stereotypes, attitudes and values of a group of people living in poverty for a long time. [6] The main task of cultural poverty alleviation is to break this system and deconstruct and reconstruct its inherent thinking system, psychological stereotype, cognitive model, value concept and behavior habit. Cultural poverty alleviation is a practical attempt to promote poverty alleviation in poor areas with cultural strength. Compared with the traditional material poverty alleviation and policy poverty alleviation, it is a new way of poverty alleviation [7]. As the main body of cultural poverty alleviation in colleges and universities, colleges and universities should give full play to their own advantages, enrich the spiritual world of people in poor areas, eliminate the negation of human choices and opportunities caused by poverty, and avoid the infringement of personality caused by poverty.

First, there is "breaking" and "building", mining positive energy and injecting new living water. Poverty culture is a reasonable existence in a specific historical stage, which meets the psychological needs of people in a poor environment. First of all, the key work of cultural poverty alleviation in colleges and universities is to extract the positive cultural characteristics of poverty culture from the study of this "rationality". Cultural poverty alleviation should not be "pushed back" or "across the board". It is necessary to use dialectical thinking and make use of the advantages of philosophy, sociology, psychology and other disciplines to distinguish and reserve the poor culture. Secondly, cultural poverty alleviation in colleges and universities should make use of the advantages of tangible human resources and invisible social reputation to guide the poor groups to abandon cultural dross and feudal bad habits. Universities are called "ivory towers" and enjoy a high degree of social reputation. The poor groups have a natural sense of affinity and respect for university workers, and are willing to listen and dare to believe in the new ideas, new ideas and new cultures they promote.

Second, attach equal importance to virtual and real, the development of cultural industry to help cultural poverty alleviation. The long-term nature and complexity of cultural construction are very likely to make cultural poverty alleviation in colleges and universities fall into the quagmire of nihilism or formalism. Colleges and universities should regard cultural industry as a tangible starting point and starting point for carrying out cultural poverty alleviation work. Colleges and universities should rely on the advantages of think tanks and talents, organize cultural creative and technological developers, dig deeply into poor local culture, and transform and utilize existing industrial projects. Innovate and develop new industrial projects, transform cultural power into productive forces, seek the development path of "cultural industrialization, industrial culture", and form a diversified industrial integration and development. In a relatively short period of time to the common people to bring visible, touchable practical benefits. Colleges and universities can help the cultural tourism industry developed in poor areas, create cultural and creative industries and develop cultural industries with characteristics.

### **Summary**

Colleges and universities should give full play to their respective advantages and characteristics to avoid the consistency of all kinds of schools. Specifically, for high-level or comprehensive universities, we should be based on the top-level design, take innovation as the inexhaustible driving force, take science and technology as the main breakthrough, and face the major theoretical and technical problems of precision poverty alleviation. We have made important theoretical breakthroughs, technological innovation and institutional and mechanism innovation in related fields. General universities and single-subject colleges and universities should be based on social reality, take pragmatism and seeking truth as the first priority, focus on cultural poverty alleviation,

face the vast number of practical problems and specific difficulties in poverty alleviation, look for the crux of the problem, think of countermeasures, and do their work. For other higher vocational colleges should be based on their own construction, to solve the education of children of poor families, improve the overall quality of the poor as their own responsibility, give full play to the enthusiasm of teachers and students, and widely participate in the practice of poverty alleviation in education.

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