

# **Exploration of Poverty Alleviation Planning Path Under the Background of "Comprehensive Poverty Alleviation"**

## **Taking Dongge Village of Luhua Group as an Example**

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### **ABSTRACT**

Poverty is still one of the most serious risks in the world, and poverty reduction is an even more difficult problem for the world. Poverty is a worldwide problem related to social stability and sustainable development. How to eliminate poverty has always been a common concern of all countries in the world. In the comprehensive battle, private enterprises show their responsibility. The research method of this paper is qualitative research. Through an in-depth exploration of representative cases, the research path is summarized and planned. This paper takes the case of Dongge Village, a leading enterprise in the grain and oil industry, Luhua Group, as the research object, analyses the good change guidance of Dongge Village after targeted poverty alleviation by Luhua Group, analyses the effective path of poverty alleviation planning. Luhua Group's poverty alleviation plan mainly includes two aspects. One is financial support; the other is technical support. Financial support in terms of the Luhua Group distributes money to elderly people from low-income families and invests in infrastructure. The enterprise donated 1.5 million yuan to help more than 600 poor households in the area. In addition, Luhua Group also provides professional planting equipment and technical guidance for the planting base. Through the construction of a peanut planting base, so that the local poor population income. The Luhua Group has set up an education fund, giving money and subsidies to students from poor families every year, and renovated Luhua Central Primary School, which has dramatically improved the environment, adding digital learning facilities and new desks and chairs. The whole school can accommodate 2,000 students. The effective measures taken by Luhua Group in poverty alleviation provide guidance and suggestions for other private enterprises in targeted poverty alleviation.

**Keywords:** *Urban and rural studies, Rural infrastructure projects, Targeted poverty reduction.*

### **1. INTRODUCTION**

From the new China was founded, the party and the country have been insisting that eliminate poverty, achieve common prosperity, as an important goal of national development, especially since the 18th National Congress of the Communist Party of China, poverty alleviation is the bottom line of the Party Central Committee's task of building the Xiaokang in an all-round way [1]. Xi Jinping in Hunan province when innovation put forward the precision for poverty alleviation, accurate way of poverty alleviation poverty is a new type of governance, Extensive than in the past, simple, poverty alleviation, precise poverty alleviation and pay more attention to poverty region difference and

actuality, using the scientific method and system to accurately identify poor precision according to the characteristics of the poor to support [2], as well as to the precise object information data, support for poverty alleviation funds, for accurate content related to the management of the project. Since the 18th National Congress of the Communist Party of China, under the scientific guidance of Xi Jinping's argument on poverty alleviation, China has made remarkable achievements in poverty alleviation, providing a scientific guide for poverty reduction in the World [3]. Xi's statement on Poverty Reduction has made new contributions to the protection of human rights.[4] The fight against poverty is one of the three critical battles for building a moderately prosperous society in an all-around way. To

achieve the poverty alleviation of the impoverished population under my country's current standards and all the impoverished counties, relevant departments have launched a series of poverty alleviation work [5]. In the six years since the 18th National Congress of the Communist Party of China, decisive progress and historic achievements have been made in poverty alleviation. According to the current national poverty standard, China has reduced the number of people living in poverty by 82.39 million, and the poverty incidence rate has dropped from 10.2% at the end of 2012 to 1.7% at the end of 2018. The number of state-level poverty-stricken counties has also dropped from 832 in 2012 to 485. According to the World Bank standard, the number of people living in poverty in China has dropped from 771 million to 17 million [5]. Against the background of poverty alleviation, large private enterprises have played an important role [6]. Core reading: Winning the battle against poverty is a landmark indicator to achieve our party's first century-old goal, and it is a hard task that must be completed to build a moderately prosperous society in an all-around way.[7] Comprehensively promoting rural revitalization is a strategic task facing the "three rural" work in the new stage of development. To achieve the strategic goal of rural revitalization, it is necessary to refer to the successful experience of targeted poverty alleviation, and more importantly, to accurately link with the poverty alleviation strategy.[8] The implementation of the targeted poverty alleviation strategy requires the effective assistance of social work.[9] Winning the battle against poverty is a landmark indicator for achieving our party's first century-long goal [10]. Targeted poverty alleviation is an important means for my country to solve the poverty problem in rural areas and has achieved initial results [11]. The completion of the phased tasks puts forward new requirements for poverty alleviation and gives new directions.

The goal is to meet the people's growing needs for a better life [12]. Luhua Group is a leading private enterprise located in Yantai, Shandong province, which has helped 5 million farmers to increase their income through industrial poverty alleviation. The main poverty alleviation work is carried out in Dongge Village, Jiangtong Town, Yantai city. In the local area, schools have been rebuilt, roads and Bridges built, infrastructure improved, the poor elderly helped, and more than 500 students in need of help. In the battle against poverty, Luhua Group has improved the lives of residents in the village and demonstrated the responsibility and responsibility of a food enterprise in a big country.

Based on this, this paper takes the case Yantai Jiang Tong town Dongge village for poverty alleviation, LuHua group as the research object, analysis in LuHua group in various aspects such as traffic, education, and other infrastructure changes after implementation of the

Dongge area for poverty alleviation. The implementation of the targeted poverty alleviation strategy requires the effective assistance of social work.[13] The current is a key stage for rural revitalization to continue poverty alleviation, and normalization of poverty reduction will focus on rural work in the future.[14] Based on the successful case for poverty alleviation, summed up the precision of the effective measures for poverty alleviation, accurate for the private enterprise to provide referential Suggestions for poverty alleviation.

## 2. METHODOLOGY

The main research methods adopted in this paper are literature analysis and case study. By consulting a large number of literatures on poverty alleviation, we can understand the relevant theories and research results, grasp the frontier dynamics of poverty alleviation research, and understand the specific effective measures for poverty alleviation, and then sort out specific poverty alleviation paths. In terms of case studies, this research will first take the series of practices of Croft Community in Scotland as a case reference to compare with the poverty Alleviating measures of Luhua Group. Then, this study takes Dongge Village of Jiangtong Town, the research object of this paper, as an example to analyse the changes of Dongge Village after the implementation of poverty alleviation by Luhua Group and summarize the effective measures and main results of poverty alleviation implemented by Luhua Group. To provide a reference for other enterprises targeted poverty alleviation. Singh et al.'s evaluation of poverty alleviation strategies shows that various poverty alleviation methods are complementary and must be implemented simultaneously in a comprehensive poverty alleviation campaign. To solve multidimensional poverty, a comprehensive multidimensional poverty alleviation method is needed [15]. Targeted poverty alleviation is an important means for my country to solve the poverty problem in rural areas and has achieved initial results. To consolidate the effects of targeted poverty alleviation and promote rural industrial poverty alleviation is an effective path [16]. Among the various poverty alleviation strategies, they mainly include improving the ability of the poor by providing financial support such as microcredit through high-quality community organizations; Providing social safety nets for the poor and vulnerable, and ensuring good governance within community organization and the institutions that support them; Continue to diversify livelihood options; Market linkages for small producers. The findings of this study could help improve the design, management, and implementation of poverty eradication programs in developing countries. The study notes that factors such as good governance within community organizations and supporting institutions, microfinance based on high-quality community organizations, capacity enhancement, and social security appear to be relatively more effective than market-bas

ed approaches. Based on the research results of Singh et al., this study believes that the evaluation of poverty alleviation effect needs to look at whether the measures are comprehensive and whether various measures can complement each other. To achieve the strategic goal of rural revitalization, it is necessary to refer to the successful experience of targeted poverty alleviation, and more importantly, to accurately link with the poverty alleviation strategy. [17] Rural revitalization must also grasp the general direction of integrated development, that is, to study the development of "small towns" as "big problems."

18] Based on this, this study will analyse the poverty alleviation effect of Luhua Group from four aspects: fund, education, industry and technical support, and judge whether the poverty alleviation effect of Luhua Group is achieved by comparing the poverty alleviation path with the croft Community case in Scotland. It is necessary to improve the governance capabilities of the grassroots party organizations, enhance the endogenous motivation and capacity for the development of poverty-stricken areas, effectively integrate poverty alleviation with rural revitalization [19].

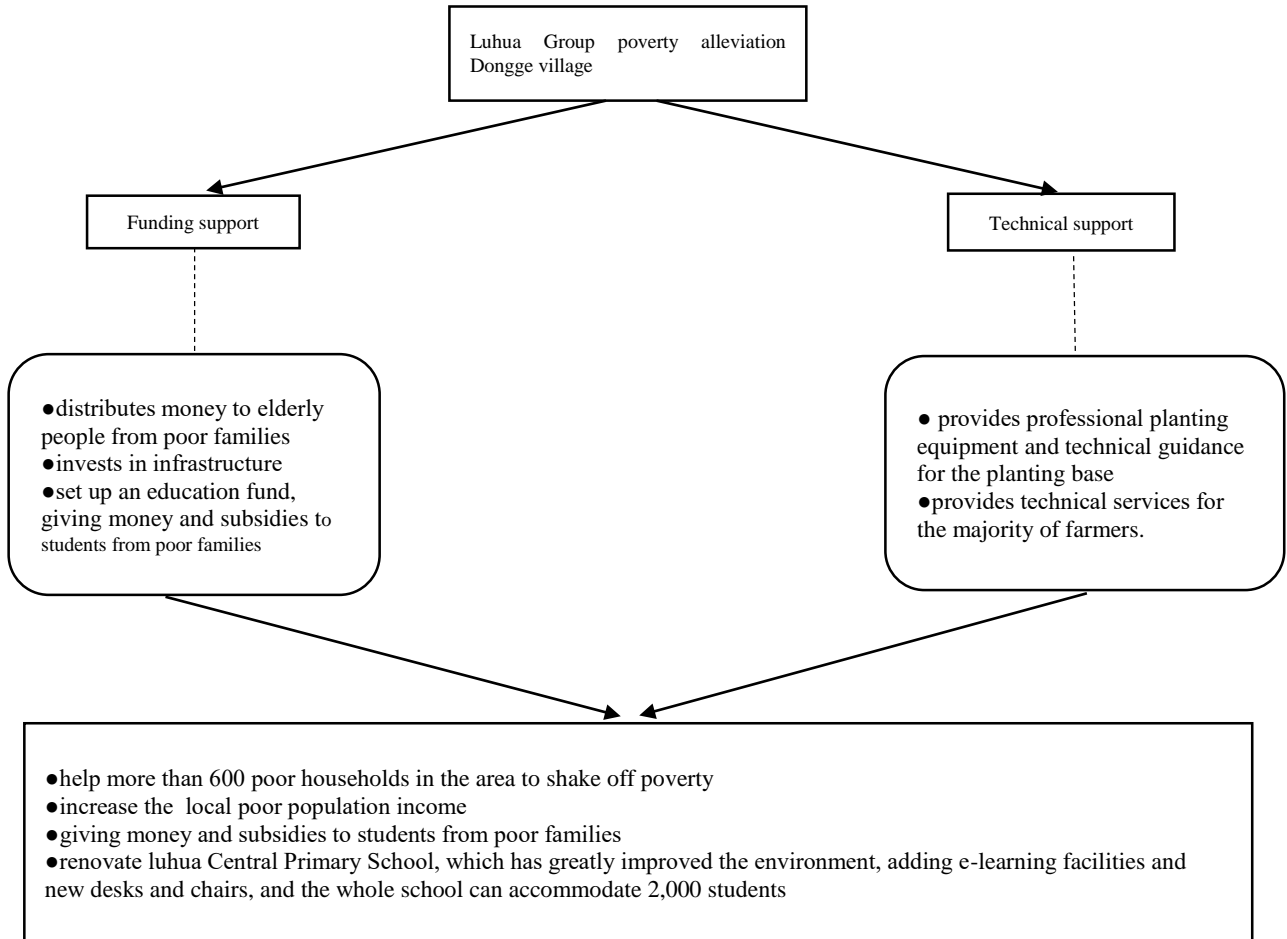


Figure1. Poverty alleviation path of Dongge Village of Luhua Group

### 3. RESULTS AND DISCUSSION

According to the current statistics, there are a total of 14,000 elderly low-income families in Dongge Village, Jiangtong Town. The industrial economy of Dongge Village is relatively lacked, most of the people who stay in the countryside have no suitable jobs, and most of them make a living by farming. Before the Luhua Group renovated the Luhua Central Primary School, it could accommodate only 200 students and students at most. In the classroom, the lack of digital education facilities, old desks, seats, poor classroom environment, no air conditioning heating and other problems seriously affect the quality of teaching students in class. The playground is also very simple,

lack sports equipment, if students play violent and confrontational sports, there is no safety guarantee. The toilets are in poor condition.

The poverty alleviation plan of Luhua Group mainly includes two aspects, one is financial support, other is technical support. In terms of financial support, Luhua Group mainly gives consolation funds to the elderly population of low-income families and invests funds for infrastructure construction. Regarding technical support, Luhua Group provides specialized planting equipment for the planting base to carry out the planting and processing of characteristic agricultural products through accurate calibration. It set up an education fund to subsidize students from low-income families every year.

Luhua Primary School has been renovated, and the environment has been greatly improved, with e-learning facilities and new desks and chairs added. The school can accommodate 2,000 students. They donated 1.5 million yuan to help more than 600 low-come families in the area. It will set the peanut purchase price range of the year according to the peanut planting area, range, number of planting households, total production, transaction volume and average transaction price of peanuts in previous years. In addition, this enterprise also provides professional planting equipment and technical guidance for the planting base. Through the construction of a peanut planting base, let the local poor population income. It uses the industry to alleviate poverty by constructing a peanut planting base so that the local poor people can increase income. This enterprise provides planting mode, variety selection, field management, harvest processing, and other services for the majority of farmers and sets up a team of experts to provide a full range of consulting services.

This paper will compare and summarize the representative poverty alleviation measures of Croft Community Scotland and Luhua Group from four aspects of capital, industry, education, and technical support (Table 1).

**Table 1.** Poverty alleviation measures of Croft Community Scotland and Luhua Group

	Croft Community Scotland	Luhua Group
Financial support	Crofting Resources Program: Funded by the Esme Fairbairn Foundation and Highlands and Islands Enterprise, it aims to build capacity within growing communities through collaborative activities.	Provide living allowances and medical funds to poor families who have lost their workforce; Donated 1.5 million yuan to help more than 600 poor local families
Industrial support	Implementing the Scottish Landscape Regeneration Strategy with a community-centered, highland and Island enterprise approach; Recycling abandoned woodland resources to effectively help the development of infrastructure in the Highlands and Islands of Scotland and provide opportunities and direction for the regeneration of vulnerable communities; Provided follow-up to community croft, including the establishment of community business supply chains and community linkages; Encourage collective labor and individual entrepreneurship through a mixture of arable land and common pasture land	Improved the agricultural productivity of poor households by building water pipes; Provide precise and orderly agricultural management services; Setting the peanut acquisition price: the peanut acquisition price range of the current year is determined according to the peanut planting area, planting range, number of planting households, total peanut production, trading volume,

		average transaction price, etc. Promise to buy peanuts from base growers at a price above the market average when the price of peanuts falls seriously
Education support	Implement an innovative education program to help young people understand the history and future of the Scottish community croft; Implement outdoor learning program to help community croft sustainable development opportunities	Established an education fund to provide funds to students from <u>low-income</u> families every year; Investment in Luhua Central Primary School has greatly improved the environment of the primary school, adding e-learning facilities and new desks and chairs. The entire school can accommodate 2,000 students
Technological support	Community professionals conducted initial training on 130 community croft skills for 480-course participants and 40 practical skills learners; Provide cultivation skills for local foods	Establish peanut planting base and provide special agricultural equipment; Provide farmers with planting mode, variety selection, field management, harvest processing, and other services, and set up an expert team to provide a full range of consulting services

The Luhua group's approach is also comprehensive compared with Community Scotland. According to the criteria mentioned above, a comprehensive approach is an important criterion for judging the path of poverty alleviation. From this point of view, The Luhua Group also provides poverty alleviation channels for local people from the four aspects of finance, industry, education and science and technology. These measures have relatively targeted to solve the low-income families in Dongge Village, Jiangtong Town, inadequate economic and living security. At the same time, based on education and technical support, the poor teaching quality and backward technical conditions caused by the difficulty of education in the village have also been improved.

In terms of financial support, Luhua group has provided living allowances and medical funds to low-income families who have lost their workforce and has signed protective purchase price agreements with farmers. In terms of technical support, this enterprise has adopted the mode of "poor households + cooperatives + enterprises" to alleviate poverty in the

peanut industry, providing a series of services such as planting mode, variety selection, field management, harvest, and processing for the vast number of farmers. It has set up a team of experts to provide a full range of consulting services. At the same time, the expert team provides technical guidance to farmers on-site during sowing, growing and harvest. Farmers can also consult at any time through telephone, WeChat, and other means to solve practical problems encountered in the production process. This also demonstrates the responsibility and mission of this enterprise as a leading enterprise in the grain and oil industry, achieving a win-win situation of enterprise development and "poverty reduction", and maintaining a good social image of the enterprise.

The following are the advantages and disadvantages of the measures taken by Luhua Group and their effects compared with Croft Community Scotland (Table 2) :as can be seen from the above table, the advantages of the poverty alleviation path of Luhua Group lie in the relatively comprehensive measures and the realization

of better mutual assistance among different measures. The disadvantage is that the measures are generally focused on collective planning to help the local peanut industry. There is a lack of personalised help, such as strengthening the independence skills of vulnerable groups and providing support tailored to the individual needs of different families and individuals. That is to say, Luhua Group has no corresponding personalized poverty alleviation policy but only provides overall support to the whole village in general, which will lead to the lack of help to meet individual needs in the process of seeking poverty alleviation and development.

Most areas in this region are flat and fertile, and the holding area of arable land is 9.01 million mu, and the GROSS regional product is 14325 billion yuan, with an average annual growth of 10% in recent years.(Table 3). The per capita disposable income of the city is 25,636 yuan, with an average annual growth of 7.79%. The per capita disposable income of urban and rural residents was 32,611 yuan and 13,213 yuan, up 850 million and 929 yuan respectively.

**Table 2:** Advantages and disadvantages of Luhua group's measures and the effect

	Disadvantages of Luhua Group	Advantages of Luhua Group
Financial support	Financial support mainly comes from Luhua Group itself, lacking support from other organizations	Comprehensive and more powerful fund assistance, including 15-million-yuan donation for infrastructure construction, 160-million-yuan priority procurement of raw peanut materials in Dezhou city, 35-million-yuan donation for education support, etc
Industrial support	·Compared with Croft Community Scotland, it has given less consideration to sustainable industrial development ·Lack of environmental protection policies	·Great agricultural assistance and industrial assistance represented by peanuts ·The construction of industrial peanut chain is relatively complete
Education support	· Lack of teachers sources	·Comprehensive educational measures, including building schools, improving the environment, and providing funding for teaching

**Table 3:** The Data of poverty alleviation in recent year

Year	2017	2018	2019	2020	2021
Poverty stricken population	22,7000	167000	145000	123000	95000
Disposable income of urban residents	24049	25636	28876	30056	32611
Rural disposable income	8718	9365	106574	12100	13213
Rural resident population	203	214	219	225	229

City's population	491	513	521	528	539
Illiteracy rate	4.31	3.24	3.02	2.87	2.31
Enrollment rate of school-age children	88.4	90.2	90.7	91.2	91.8
Participation rate of the NCMS	99.3	99.1	98.9	98.6	98.4

#### 4. CONCLUSION

The current is a key stage for rural revitalization to continue poverty alleviation, and normalization of poverty reduction will focus on rural work in the future. Taking Dongge Village, a successful poverty alleviation case of Luhua Group, as the research object, this paper analyzes the path exploration of poverty alleviation planning. The evaluation criteria proposed in this paper are measures considered by Singh et al. Are comprehensive and complementary. This paper mainly evaluates the measures and effects of Scottish community farms and Luhua Group from four aspects: capital, industry, education, and technical support. This paper finds that the Luhua Group's poverty alleviation plan generally meets the criteria of successful poverty alleviation measures, comprehensive and complementary measures. For example, industrial support helps the peanut industry provides infrastructure construction, while technical support helps the peanut industry better play the role of infrastructure. However, its deficiency lies in the lack of personalized measures to promote individual development. Taking raw peanut materials as an opportunity, it combines technical poverty alleviation with fund poverty alleviation and realizes a win-win situation of enterprise development and "poverty alleviation" through the forms of base building, pair building, and donation. This study aims to provide a reference for enterprises to help local poverty alleviation and undertake social responsibility. The research results of this paper can provide ideas for enterprises to participate in poverty alleviation deeply. In the future, enterprises can promote the responsibility of local development refers to the excellent performance of Luhua Group in helping the poor, at the same time, transform their own measures reflected in the shortcomings of enterprises and limited poverty alleviation methods mentioned in this study.

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