

How to Increase the Success Rate of Chinese Poverty Alleviation in Areas Whose Conditions are Similar to Yunnan Province?

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ABSTRACT

China, as a country at the right edge of Island 2, is trying its best to transit to Island 3. To achieve this ultimate goal, getting rich is a pivotal target. China is a populous country with 1,410,000,000 people and by the end of 2020, absolute poverty had been eliminated. Although extreme poverty no longer exists, relative poverty is still taking place. Compared to people who enjoy their life in modernized cities, rural people, especially ones living in unadvanced mountain areas, are suffering from relatively weak financial power and low life quality. People living in mountain areas of Yunnan Province is the group mentioned in the previous words. In this work, the author analyzed the current situation as well as advantages and drawbacks of Yunnan Province. Considering multiple circumstances, this paper comes up with a series of policies combining agriculture and e-commerce that can effectively solve the poverty problem.

Keywords: *poverty, mountainous, e-commerce, agriculture*

1. INTRODUCTION

1.1 The characteristics of Yunnan Province

The total population of Yunnan Province is precisely 47,209,277 counted during the Seventh National Census. The amount of people who live in urban areas is 23,628,564, taking up 50.05% of the total population while the amount of people living in rural areas is 23,580,713, taking up 49.95% of the total population. Since 2010, the proportion of urban population has increased 14.85%. Yunnan Province has special terrain which is full of mountains. In Yunnan Province, highlands are everywhere. Most places are full of ups and downs and what's more, only 10% of the ground is relatively placid. Mountains and canyons appear continuously, making it nearly impossible to construct fully advanced

transportation system within these highs and lows.

1.2 Research situation

Yunnan Province is now suffering from extreme uneven property allocation comparing to other province. In provinces like Jiangsu and Zhejiang, people have a relatively high average property while Yunnan Province is like just above the qualified standard. The main difficulty existing is the mountainous terrain it has.

1.3 Existing Problems

Due to the mountains and hills, it is nearly impossible to construct heavy industries or companies relying on advanced transportation system. These restraints limit the direction of development in a large extent.



Figure 1 Steep Hills



Figure 2 Yunnan Province Lincang Village Committee

1.4 Research Contents

In order to find a suitable way of constructing unique industry according to natural aspects of Yunnan mountainous areas, I found different essays and papers with clear and detailed descriptions of Yunnan's terrain and researched for similar cases all over the country trying to get inspirations.

2. MAIN SOLUTION AND ITS ADVANTAGE

In order to lift these impoverished people out of poverty while considering the special land shape of Yunnan, heavy industry like metallurgy and high-tech development are obviously invalid. Instead, I propose

the government should set different parts of the mountain areas as different sections and help them develop agricultural industry with the aid of e-commerce.

2.1 Taking advantage of local resources and government financial assist

Yunnan Province contains a great amount of land that can be reclaimed as farmland. This follows the strategy about poverty alleviation by industry development from Professor Hongkai Qie in Nanjing Agriculture University which is "Depending on endogenous forces; Combining with local characteristics"[1]. Besides that, "Letting government's money making its greatest use in both the market and the commodity circulation channels" [1] which in this case is various online shopping platforms.



Figure 3 Yunnan Local Pea

2.2 Forming system and constructing brand power

As mentioned in the previous context, Yunnan has a great amount of mountains which will make the growing areas disperse. If these poor people grow crops, plants and fruits and then market them independently, there will be no communication and as a result, there would be no possibility for them to form a proper industrial system which will do no good to their own business. "Nonetheless, if we can effectively organize all these poor people into different but adjacent sections, it can help generate more positive interactions while contributing to their own brand power", [2]commented by Professor Qie, "Another advantage of using this method is that these impoverished people can perfectly avoid producing and selling the same products which would lead to endless price war and the phenomenon of adulterate because it can be easily managed by the government or the prior leaders which section is in charge of producing which merchandise." [2] "The key point of rural e-commerce is proper organizational form and efficient scale"[3], by Professor Zhang Yan.



Figure 4 Yunnan Terrace

2.3 Acquired agricultural techniques and skills

Most of these impoverished people are already farmers which means after helping them start their agricultural transaction business, they can completely do the whole process on their own since they are already familiar with the all kinds of skills for growing and planting. And they would need no time to recite those sophisticated growth and mature cycle of various kinds of products.



Figure 5 Yunnan Pineapple Growing Areas

2.4 New system of transportation resulted from e-commerce

Typically, the transportation system in mountain areas are overall not advanced and could not meet the needs of people in poverty because there are only main roads leading to outer bigger cities but the access roads to different villages and towns are seriously lacking. If farmers use vehicles to help transport crops and other products out to other larger cities every day from inside

the mountains, it would take several hours and the products would be no longer fresh and ripe. What's more, each short journey would consume their energy or vigor greatly. In other words, these driving are too tiring. With the help of e-commerce's additional strength, which is delivery, they can spend more time on caring their growing products and running their growing business. They are able to set and pack different orders in advance and send them to a fixed spot selected by all farmers in the same section. Later on, when they close the ordering channel, delivery men would pick up all goods and send them to the addresses on each package by vans.



Figure 6 Honghe Area



Figure 7 Xintan Village Main Road

2.5 E-commerce makes market bigger



Figure 8 Online Market

Last but not least, local people take up only a small proportion of consumers while the outer cities' citizens are the greater collective. "Therefore, the development of e-commerce poverty alleviation can strengthen the connection with the outside world, so that there is no lack of sale channels for agricultural products, which is conducive to the sales of these goods"[4] proposed by Professor Wang Jia from Yunnan Normal University. Selling agricultural products online through e-commerce can enable these rural people to exploit greater market and wider distribution channel. With the help of e-commerce, posting advertisements would be wider known by other people in different parts of China and even the world. Instant feedback from consumers plays a significant role in helping farmers improving their product in multifarious ways like quality and packaging. These small but beneficial means could also help build brand power and create more and more value added in their future business career.

3. POTENTIAL PROBLEMS AND PROPER SOLUTIONS

3.1 Unsalable agricultural products in a period of time

It is possible that primary agricultural products like common vegetables and fruits like potatoes and pears would face sale bottleneck since these are not unique products which cannot be bought outside Yunnan. When facing this issue, proper solutions can be using live streaming function on online shopping platform to boost the quantity of sale or build connections directly between farmlands and local and adjacent supermarket, providing continuous sources for offline sales. Distinctive products like flower cake which is a unique dessert in Yunnan would not face this problem because of its relatively small production and high quality.

3.2 Organized system of taxation

Due to the uncertainty of the trading online, it would be harder than ever for the government to tax in system. When and where does the deal happen becomes the barrier. In fact, this could not be considered as a real problem since these people are still poor people, applying taxation on them would only worsen their situation. At present, government has already lowered their tax rate or even stopped taxing them not only due to the not existence of invoice online but also because of the situation they are still in.

3.3 Lack of people with e-commerce abilities

It is always hard to attract and keep potent people in rural areas. Urbanized cities seem to be their better choices. "Combination and connection of school and enterprise is the current answer", [5] offered by Professor Hong Yong from Beijing. Universities would follow the needs and standards of online practitioners from rural areas and encourage graduated students to go into rural areas and make contributions.

4. CONCLUSION

Poverty alleviation is one of the most important criteria of a country's financial and political power. Successfully alleviating poverty in Yunnan Province after researching and studying its unique terrain and population structure stress the importance of policy making preparation and the ability to combine different factors. By developing agricultural industry in section with the aid of e-commerce, these people would be capable of escaping from poverty by their own endeavor under the lead of the government.

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