

An Empirical Study of Wanda Group Helping Danzhai Spirit out of Poverty

Kejin Liu ^{1,a}

¹ No.1 East Yinghua Street, Beijing Institute of Fashion Technology, Chaoyang District, China

^a 20190039@bift.edu.cn

ABSTRACT

By 2020, all rural residents living below the current poverty line had been lifted out of poverty, officially ushering in a post-poverty era. In this era, the object, focus, paradigm and path of poverty governance will change, so will the logic and thinking of poverty governance through vocational education. This means that rural revitalization will become the basis and driving force to stimulate the endogenous motivation of the poor population and promote their human capital accumulation. Therefore, it is necessary to build an integrated poverty management system of urban and rural vocational education, in order to actively deal with the phenomenon of falling into poverty repeatedly. The purpose of this study is to use three ways to achieve spiritual poverty alleviation. First, establish education and training systems that focus on helping the disadvantaged and provide the poor with the skills to generate finance with their own work. Second, training programs should be designed based on big data technology governance measures to improve the effectiveness of vocational education and training to achieve targeted poverty alleviation. Third, actively implement the poverty alleviation strategy of "poverty alleviation through thought" and try to eradicate the negative culture of "accepting poverty" among poor groups.

Keywords: *Post-poverty alleviation era; Poverty control in vocational education; Relative poverty; Human capital*

1. INTRODUCTION

As the saying goes, "To help the poor out of poverty, we need to help them acquire knowledge and skills first." Wanda Group regards education as a long-term poverty alleviation project. Through the combination of vocational education and skill training, Wanda Group has established a long-term mechanism for poverty alleviation in Danzhai County. In 2016, Wanda Group invested 300 million yuan to build Wanda Vocational and Technical College in Danzhai County, which was completed and officially opened in September 2017. The college covers an area of 300 mu with a building area of 50,000 square meters. Hardware has reached the level of domestic first-class vocational colleges. It can accommodate 2,100 students in 54 classes in 3 grades. By helping local youth to receive higher education, we can help them acquire survival skills and provide security for their future lives. This paper aims to explore the sustainable path for Chinese enterprises to support education poverty alleviation through the discussion of wanda education poverty alleviation model.

2. HYPOTHESIS

The subject of cultural poverty alleviation should transform the limited cultural resources into cultural capital in line with market demand and create new market demand through experience and consumption if possible. Poor areas often lack material resources such as famous mountains and rivers, scenic spots and historic sites. In the process of targeted cultural poverty alleviation, the ability and status of intangible cultural resources to be transformed into cultural capital should be highlighted, and "culture giving" should be turned into "culture making". At the same time, on the basis of practicing the fundamental policy of "teaching people to fish", actively seek and expand the cultural market demand, through various forms of cultural participation and cultural consumption grasp, cultivate and create new demand pain points and demand hot spots. Therefore, only by closely connecting the advantages of cultural resources in poor areas with the broad domestic and foreign market demands can we avoid "drawing water with a sieve". This paper aims to discuss and respond to the following questions:

2.1. Whether poverty can be solved through combining vocational education with people's goal of achieving a better life

Vocational education is an important basis and effective dependence path for realizing the mid - and long-term goals of rural revitalization and sustainable poverty management. Through vocational education and training path, human capital of poor groups can be promoted to have the "feasible ability" to get rid of poverty, so it is the natural choice to realize poverty management. At the same time, people must realize that there is a time and degree of progress between poverty control and rural revitalization. Getting rid of poverty is the premise for people to realize their aspirations for a better life, and rural revitalization is also the fundamental way out and leading direction to promote the solution of rural poverty. However, both rural revitalization and poverty management are based on people's pursuit of the goal of a better life, which is the driving force for the development of vocational education, and it is the necessary function and can be done by vocational education. To achieve the goals of rural revitalization and poverty control

The foundation is to realize the accumulation of human capital, the improvement of social capital and the improvement of material capital investment efficiency of poor groups based on the path of vocational education and training. Therefore, rural revitalization is the goal and driving force of vocational education and training to promote poverty governance, while vocational education and training is the inevitable choice and dependent path of rural revitalization and poverty governance.

2.2. Whether poverty can be solved through respecting the differences of poor groups

Vocational education and training for poor groups must be based on their individual characteristics, different needs and development

It is the basic principle and the key to formulate scientific, accurate and personalized vocational education and training programs for diverse environments (such as different regional industrial structures and economic characteristics). In terms of the formulation of specific training programs, it is necessary to achieve "precision" and "individuation". It is to provide diversified training menus according to the different needs of poor groups, reflecting not only the different needs, but also the requirements of individual development suitability. For example, compensation training (cultural foundation compensation, legal knowledge compensation, entrepreneurial literacy compensation, etc.) or promotion training (management knowledge, skills, entrepreneurial ability training, etc.) will be provided for these poor individuals according to their different educational foundations and employment choices.

2.3. Whether poverty can be solved through establishing a vocational education -training system

In the process of poverty control of vocational education in the future, attention should be paid to the mobility of population between urban and rural areas.

In the process of poverty alleviation, attention should be paid to the disadvantaged groups that have been neglected for a long time. In order to effectively and stably solve the problems of the poor, it must be based on the ideas and methods of urban-rural integration. The government and enterprise need to regard management as a whole, establish advanced vocational education and training support system of urban and rural integration. Through individualized vocational education and training, all poor urban and rural people who may need vocational education and training should be provided with appropriate vocational education and training, so as to promote their human capital accumulation and form self-poverty alleviation ability.

2.4. Whether poverty can be solved through focusing on improving the individual capacity of different poor groups

According to the characteristics and mechanism of the new poverty phenomenon in the future, the government must explore more effective anti-poverty strategies, among which the establishment of a regular poverty reduction mechanism is particularly important. The key to establishing such a mechanism is to empower poor individuals through appropriate means and enhance their ability to withstand the risks of poverty. Therefore, the government must implement the transformation of poverty alleviation strategy, that is, continuously promote poverty alleviation work, improve the financing level of education and health, eliminate the discrimination of the household registration system, improve the income of poor individuals.

By building capacity to prevent and respond to the risks of poverty, find ways to support yourself before accepting passive assistance. Improving the level of individual vocational education can empower the communities where poor people live and provide adequate opportunities for vocational education and training. By improving their employment level and career development ability, in order to adapt to the status quo of urbanization in modern society. It aims to improve the self-efficacy of poor people, and thus improve the confidence and enthusiasm to get out of poverty.

3. THE SPECIFIC PATH TO POVERTY ALLEVIATION THROUGH EDUCATION

In the past poverty control in China, the elimination of absolute poverty was the result of joint efforts

including vocational education and training, and vocational education and training mainly played a basic role. Then, in the post-poverty era, the status and role of vocational education and training will be greatly enhanced. This is determined by the characteristics of poverty in the post-poverty era, the characteristics of poverty management and the function of vocational education to promote human capital accumulation. Vocational education and training are indispensable for solving the relative poverty problem, empowering the poor, and building anti-poverty culture. Of course, in order for vocational education and training to play a better role and improve efficiency in poverty management in the post-poverty alleviation era, it is necessary to adopt correct poverty management strategies and make precise efforts. Wanda Group's approach is mainly as follows.

3.1. Vocational education

Wanda Vocational and Technical College offers three majors, namely, Cultural tourism Management, Nursing and accounting, which meet Wanda Group's main business advantages and the long-term development needs of Danzhai County, and also reserve talents for the development of Wanda Group and Danzhai Area. Since the school opened in 2017, it has enrolled two classes of students. By 2020, there were 1,179 students in the university, of whom 425 were registered as poor, accounting for 36%. The number of poor students from Danzhai is relatively small, only 61 in the two classes, because the school is a formal vocational education institution that is included in the national plan for unified enrollment.

Table 1 Enrollment of poor students in Wanda Vocational and Technical College

| | Number of students in school | Number of students from poor families | Proportion of students from poor families | Number of poor Danzhai students | Proportion of total enrollment |
|-------------------|------------------------------|---------------------------------------|---|---------------------------------|--------------------------------|
| The class of 2017 | 405 | 142 | 35.06% | 12 | 2.96% |
| The class of 2018 | 774 | 283 | 36.56% | 49 | 6.3% |

As a key project of Wanda Group to help Danzhai, Wanda Vocational and Technical College has opened a "targeted poverty alleviation class". First, in terms of education and teaching management, policy preference has been given to students from registered poor families, and care has been given to their family circumstances, living conditions and learning conditions. Second, in terms of innovation and entrepreneurship education practice, the College sets up 28 innovation and entrepreneurship education practice posts to provide a practical platform for students to carry out innovation and entrepreneurship activities. In addition to giving priority to students from registered poor families, more posts will be created according to actual conditions. Third, in terms of labor education practice, relying on Danzhai Wanda Town to provide students with more opportunities for labor practice, so that students can receive experiential education in labor and improve their practical ability, innovation ability and social competitiveness. Wanda Group promises that "50% of outstanding graduates will be directly employed by Wanda", and actively provides students with practice and learning opportunities through Wanda Town.

school's hardware and software advantages, and jointly carries out skills training for poor families with Danzhai County government to improve their employability. Under the leadership of the Danzhai County Bureau of Human Resources and Social Security, the county has established two accounts, namely, the employment demand of enterprises and the employment intention of poor households, and plans to train 2,000 poor households every year. The training activities will be carried out without affecting the normal education and teaching of the school. After each training period, the poor families will be recommended to work in relevant enterprises. Wanda Group has trained 3,150 people in entrepreneurship training, planting and breeding, embroidery, batik, care worker, electrician, Chinese cooking, homemaking, baby nurse, computer, masonry worker, plasterer, rural tourism, e-commerce, etc. The number of job types has increased significantly compared with that before Wanda's assistance, among which the most obvious ones are Chinese cooking, entrepreneurial training, rural tourism and e-commerce. Through high quality vocational training. So far, 36 people have directly started businesses in Wanda Town, relying on their own wisdom and hands on the road to poverty alleviation and prosperity.

3.2. Job training

Wanda Group also actively takes advantage of the

4. CONCLUSION

Spiritual poverty alleviation is a practical paradigm for consolidating the achievements of poverty alleviation and promoting the strategy of rural revitalization after building a moderately prosperous society in an all-round way. Marx's anti-poverty theory is the main basis for the formation of the thought of spiritual poverty alleviation. In the process of inheriting and developing Marx's anti-poverty theory, China pioneered the concepts of development-oriented poverty alleviation, human-oriented poverty alleviation and targeted poverty alleviation, which have become important magic weapons for the great victory of China's poverty alleviation cause. In particular, a number of state-owned and central enterprises, led by Wanda Group, have been developed to carry out spiritual and intellectual poverty alleviation work in the poverty-alleviation areas, and have made remarkable achievements. However, we need to see calmly that the problems of poor people falling into poverty repeatedly and not having the skills for long-term self-development remain bottlenecks in building a moderately prosperous society. In the future, the government and the market need to further clarify the main responsibility, optimize the rural environment, integrate local resources, and better promote the sustainable development of rural intellectual poverty alleviation.

REFERENCES

- [1] Lei Ming. New Positioning and Emphasis of poverty alleviation Strategy [J]. *Reform*, 2016, (8) : 74-77.]
- [2] John. Kenneth. Galbraith. *The Nature of Poverty* [M]. Ni Yunsong, trans. Beijing: Oriental Press, 2014:57, 58, 79.
- [3] Wei Xiaojiang. Targeted poverty alleviation and subjectivity shaping: Rethinking and Rethinking [J]. *Chinese Public Administration*, 2018, (4) : 39-43.
- [4] Amartya Sen. A free view of development [M]. Ren Ze, Yu Zhen, trans. Beijing: China Renmin University Press, 2002:21.
- [5] Mo Guanghui. Application and practical innovation of big data in targeted poverty alleviation [J]. *Reality Seeking*, 2016, (10) : 90.
- [6] Ma Liangcan. Rural poverty alleviation and its Limits under the background of project System [J]. *Social Science Front*, 2013, (4) : 211-217.]
- [7] Jia Yujiao. [J]. *Social Security Review*, 2018, (1) : 27-40
- [8] Xiang Yong, Sun Yinglian. Poverty reduction in the post-poverty Alleviation era: Characteristics, difficulties and solutions -- Based on the investigation and analysis of Y Township in Q County, Shanxi Province [J]. *Fujian Administration Journal of Chinese Academy of Sciences*, 2019, (1) : 33-41.
- [9] Li Xiaoyun, XU Hanze. [J]. *Journal of National Academy of Governance*, 2018, (1) : 62-68.
- [10] Liu Yongfu. It is crucial to win the battle against targeted poverty in deeply impoverished areas [EB/OL]. [2018-03-07] [2018-03-07] HTTP: // WWW. Xinhuanet.com/politics/2018lh/2018-03/07/c_129824820.htm
- [11] Zhou Yang, GUO Yuanzhi, Liu Yansui. Comprehensive measurement of poverty at county level in China and the aim of poverty reduction after 2020 [J]. *Acta geographica sinica*, 2018,73 (8) : 1478-1483.]
- [12] Anne Lorry. *The End of Poverty -- The Smart Age, Avoiding Technological Unemployment and Reshaping the World* [M]. Wan Xiaoli, trans. Beijing: CITIC Publishing Group, 2019:1, 56-57.
- [13] Peng Gang. China's economic development Strategy under the framework of the Post-2015 Development Agenda -- On fighting extreme poverty and overcoming the middle-income trap [J]. *China's circulation economy*, 2016, (12) : 65-70.
- [14] Luo Zhengsheng. More precise measures are needed to help 3.35 million registered poor disabled people in China [EB/OL]. (2017-10-09) [2018-02-05]. HTTP://WWW.xinhuanet.com/politics/2017-10/09/c_1121776187.htm