

# Research on Mechanism and Effect of Targeted Poverty Alleviation Relying on Funds

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## ABSTRACT

Poverty alleviation is a major project of China's centenary plan. In the process of poverty alleviation, there are often some practical problems, such as not being well targeted, the inaccurate orientation of funds and projects for poverty alleviation, and short-term benefits. Social enterprises have become the backbone of targeted poverty alleviation due to their flexible decision-making, abundant capital, strong sense of social responsibility and strong roots at the grassroots level. Based on detailed statistical data and in-depth investigation and interview, this study uses quantitative and qualitative research methods to comprehensively analyze Wanda Group's helping practices, which take cultural resources as carrier, and their positive impact. After years of poverty alleviation practice, Wanda Group has explored the unique cultural targeted poverty alleviation mode of "cultural investment fund for short term, cultural tourism development for medium term, and cultural education for long term". This model provides reference for high-quality development in poor areas.

**Keywords:** *Cultural targeted poverty alleviation; Wanda pattern; High-quality poverty alleviation*

## 1. INTRODUCTION

By 2020, China had completed the building of a moderately prosperous society in all respects, ending the era of poverty alleviation. General Secretary Xi Jinping has made plans and guidance for poverty alleviation on many occasions, stressing that "poverty alleviation should be both quantitative and qualitative" and "we should strengthen the internal drive to get rich and prevent people from falling back into poverty." In the past, poverty alleviation measures often have problems such as weak pertinence, inaccurate funding and project orientation, false project reporting and short-term benefits. These realities have led to false poverty alleviation, poverty alleviation based on economic indicators, political poverty alleviation and unstable poverty alleviation. However, the cultural poverty alleviation discussed in this paper aims at strengthening the basic cultural construction in poor areas, cultivating the labor knowledge and skills of the poor population, shaping the advanced cultural values of the poor population, and improving people's spiritual quality. It can be said that the cooperation between cultural poverty alleviation and economic poverty alleviation has become an important way to improve the independent poverty

alleviation ability of the poor population.

## 2. HYPOTHESIS

Over the years, Wanda Group has made continuous progress on the road of cultural poverty alleviation, and explored a set of effective Wanda model, among which the case of poverty alleviation in Danzhai County, Guizhou province deserves widespread attention from the academic community. Danzhai County is located in the southeast of Guizhou province and the west of Qiandongnan Prefecture. Danzhai County is a key county in national poverty alleviation and development, and a poverty-alleviation county linked by successive governors of Guizhou Province. The county covers an area of 940 square kilometers and has jurisdiction over 4 towns, 2 townships, 1 provincial economic development zone and 1 provincial agricultural park. The total population of the county is 178,000, 87.71% of which are ethnic minorities. Danzhai includes 96 poverty-stricken villages, with a total of 14,542 households and 58,737 people living in poverty, with the poverty rate reaching 29.2%. Wanda Group actively responded to the call of the Party and the state to "mobilize the whole party, the whole country and the whole society to adhere to targeted poverty alleviation and poverty alleviation", and

creatively proposed the cultural targeted poverty alleviation model of "enterprises including counties and overall poverty alleviation". Since Wanda Group Danzhai Poverty Alleviation Project was officially launched in 2016, it has implemented three projects -- Danzhai Wanda Town, Wanda Vocational and Technical College, and Wanda Industrial Poverty Alleviation Fund. The total donation amount has increased from the original 1 billion yuan to 2.1 billion yuan. Wanda Group has created 270 million yuan of tax revenue for Danzhai County since 2016 when it carried out poverty alleviation in all over the county, driving the comprehensive tourism revenue of Danzhai County to 5.52 billion yuan. It has lifted 33,800 poor people out of poverty and built the first university in Danzhai County. At the same time, it inherits and promotes the Miao Dong culture, changes the spiritual outlook of Danzhai people, improves the happiness of life of Danzhai people, and also significantly improves the city appearance of Danzhai County.

A. Whether poverty can be solved through economic relief

1. Whether direct distribution of poverty alleviation funds is effective for the general poor households

2. Whether direct distribution of poverty alleviation funds is effective for the widowed, lonely, seriously ill and disabled poor households

3. Whether it is effective to directly distribute poverty alleviation funds to poor families caused by disasters, diseases and school dropouts

4. Whether it is effective for them to directly distribute poverty alleviation funds to those poor families who have the ability to work and develop industries to increase their income

B. Whether poverty can be solved through business development

C. Whether poverty can be solved through vocational education

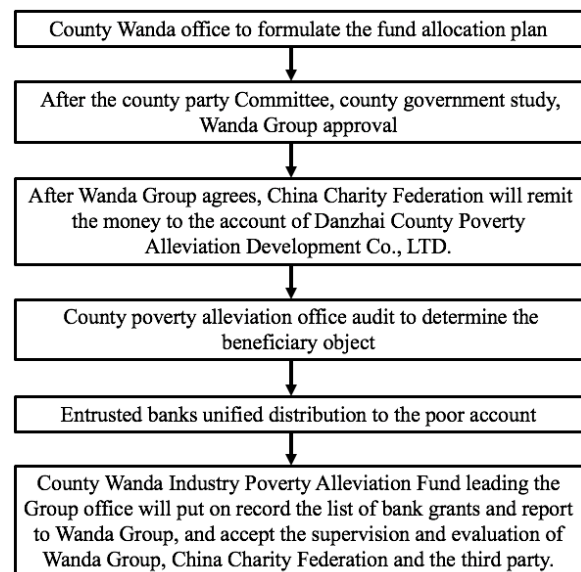
### 3. POVERTY ALLEVIATION FUND: TO HELP THE POOR IN THE SHORT TERM

The poverty Alleviation Fund is Wanda's strong support. In 2016, Wanda Group invested 500 million yuan to establish the Danzhai Special Fund for Poverty alleviation, which was managed by Wanda Group Financial Management Co., LTD. For 10 consecutive years, 50 million yuan of the annual fund income was distributed as dividends to the registered poor people in Danzhai County, helping the poor people in Danzhai County with special difficulties to achieve the goal of poverty alleviation and prosperity.

Wanda poverty Alleviation Fund has a perfect process and path to ensure the fairness and justice of fund

distribution. The details are as follows:

**Table 1** Wanda Poverty Alleviation Fund Donation Process



Wanda Poverty Alleviation Fund will be distributed according to individual and household policies to improve the precision of poverty alleviation. The specific distribution scheme is as follows:

On January 10, 2017, Wanda distributed the first phase of poverty alleviation fund (i.e. 2016), benefiting 38,238 people with special difficulties and poor families in Danzhai County. Among them, 35,151 people (general poor households) received 1,224 yuan and 3,087 people (widower, lonely, seriously ill or disabled households) received 2,000 yuan. Thanks to the funding from Wanda Fund, the per capita income of the impoverished population in Danzhai exceeded the national poverty line, and 8,029 people reached the poverty line, accounting for 13.6% of the registered households in the county.

On January 12, 2018, the second phase (i.e. 2017 year) of the poverty alleviation fund was distributed to 44,442 poor households in the county. Among them, 4,236 people (widower, lonely, seriously ill and disabled families) received 2,000 yuan per person as dividends, 10,030 people (disaster, illness, school and other poor families) received 1,100 yuan per person as dividends, 30,176 people (labor ability to develop industries to increase income of the poor) received 1,010 yuan per person as production incentives and subsidies. In 2017, Wanda Poverty Alleviation Fund once again achieved full coverage of poverty alleviation, fully covering all registered poor people in the county, which is also one of the connotation and effective embodiment of Wanda's "supporting county poverty alleviation" in Danzhai. Thanks to the Wanda Fund, 10,800 people have reached the poverty line, accounting for 18.31% of registered households in the county.

On February 10, 2019, the third phase (i.e., 2018) of

the poverty alleviation fund was distributed to 69,353 poor households in the county. Among them, 3,948 people (widowers, lonely, seriously ill and disabled households, etc.) received a bonus of 2,000 yuan per person. 10,547 people (elderly people aged 65 and above, students in school, poor households with diseases and disabilities) received a bonus of 1,000 yuan per person, and 54,644 people (poor households with full working ability) received a reward of 500 yuan per month (cleaner position) or 300 yuan (other public welfare position) or 80 yuan per time (temporary public welfare position). Thanks to the Wanda Fund, 23,300 people have reached the poverty line, accounting for 39.5 percent of registered

households in the county.

In the practice of fund distribution, Wanda has paid attention to the differences among the poor, so it helps them by classification and targeting. First, the poor population is classified, and then according to the specific number of each category of poor population in that year, the total amount of 50 million yuan is determined to help different categories of the way and the standard of dividends, and special attention is given to the poor population without the ability to work. See Table 2 for details:

**Table 2** Measures, standards and effects of poverty Alleviation Industry Fund in Danzhai County

Year	Category	Method	Standard	Number
2016	General poor households	Guaranteed assistance	1,224/per/year	35,151
	Widower, lonely, seriously ill and disabled poor households	Guaranteed assistance	2,000/per/year	3,087
2017	Widower, lonely, seriously ill and disabled poor households	Guaranteed assistance	2,000/per/year	4,236
	Poor families who are impoverished by disaster, illness, education	Help in steps	1,100/per/year	10,030
	Poor households with labor ability to develop industries and increase income	Subsidies for production incentives	1,010/per/year	30,176
2018	Widower, lonely, seriously ill, severely disabled (primary and secondary disabilities) and other people with special difficulties who have completely lost the ability to work	Guaranteed assistance	2,000/per/year	3,948
	Elderly people aged 65 and above, students in school, and poor households with no or severe loss of work ability due to illness or disability	Help in steps	1,000/per/year	10,547
	Poor households with full labor capacity that can participate in public welfare labor	Equal	500 per month for cleaner positions, 300 per month for other positions, 80 per time for temporary public welfare positions	54,644

#### 4. CONCLUSION

Responsible enterprises should take poverty alleviation as part of their long-term work, and strive to

make public welfare undertakings that contribute to society their brand. Although it is neither realistic nor desirable to copy the same poverty alleviation program "uniformly", it is indeed an effective way to improve the efficiency and quality of poverty alleviation efforts to

root the cultural core of poverty alleviation programs in different regions with similar cultural soil. For enterprises, advanced poverty alleviation ideas, accurate poverty alleviation models and scientific poverty alleviation methods are deeply rooted in their daily work, which provides a solid guarantee for the continuous development of cultural poverty alleviation projects and the strong dissemination of corporate cultural brands. For poor areas, the successful experience of other areas can be used to target local development. On the one hand, the breakthrough of poverty alleviation can be found as soon as possible, and the confidence of poverty alleviation can be established that "people are poor and their aspirations are not poor". On the other hand, a relatively mature working mechanism can speed up the construction of local poverty alleviation teams and the implementation of specific projects, and improve the efficiency and effectiveness of poverty alleviation work. Therefore, the efficiency of targeted cultural poverty alleviation is directly proportional to the replicability of poverty alleviation ideas, models and methods.

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