

Linkage Mechanism of “Internet Plus Targeted Poverty Alleviation”

Theoretical Logic and Case Evidence

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Abstract—Since the implementation of “Internet plus” action plan, exploring how to fully integrate Internet technology with targeted poverty alleviation and guide targeted poverty alleviation to develop towards informatization, intelligence and science and technology is a practical problem that needs to be further studied especially in the critical period of poverty alleviation under the background that China adheres to innovation-driven development. This paper teases out the research overview of targeted poverty alleviation, analyzes the opportunities and challenges of “Internet plus targeted poverty alleviation” from political, economic, social and technological perspectives, and constructs “Internet plus targeted poverty alleviation” linkage mechanism through organic combination and effective docking of “Internet plus” technology and targeted poverty alleviation, and bases on the practical application of the case of Junpu Village, to propose the implementation path of China’s “Internet plus targeted poverty alleviation” mode.

Keywords—Internet plus; targeted poverty alleviation; linkage mechanism; path

I. INTRODUCTION

The interactive integration of information technology and economic society provides a good opportunity for the popularization and innovation of Internet technology. Adhering to innovation-driven development is a new power to boost economic development and a new source to increase social wealth. In the process of poverty governance, especially in the “critical final rush period and cracking a hard nut”, we need to integrate various resources of poverty alleviation and development efficiently, and transform the extensive and scattered traditional poverty alleviation model by means of Internet technology. During the “Thirteenth Five-Year Plan” period, the central government proposed to increase the input in poverty alleviation, implemented the targeted poverty alleviation strategy in combination with China’s institutional advantages, and issued a large number of preferential policies for poverty alleviation, to ensure that 832 poverty-stricken countries and over 70 million poor people in China will be lifted out of poverty as scheduled by 2020. After taking office, General Secretary Xi inspected Hebei, Gansu, Hunan and other places in China. When investigating and surveying in Xiangxi of Hunan Province in November 2013, he put forward that “we should seek truth from facts,

adjust measures to local conditions, take targeted measures to alleviate poverty and refrain from shouting slogans” [1]. In Report on the Work of the Government 2014, Premier Li Keqiang suggested that we should take targeted measures to alleviate poverty, and establish an accurate working mechanism [2]. General Secretary Xi’s poverty alleviation concept of “diligence, wisdom, and prosperity of wealth” in Shake Off Poverty fits in with the measures proposed by the Fifth Plenary Session of the 18th Central Committee of the Communist Party of China to implement the “Internet plus” plan.

The development of “Internet plus” technology has brought opportunities and challenges to “Internet plus targeted poverty alleviation”. As an innovative model for exploring poverty governance, how to align “Internet plus”, its related resources and technologies with targeted poverty alleviation to solve problems existing in the current poverty alleviation process, and innovate the targeted poverty alleviation mechanism to encourage people in poverty-stricken areas to lift themselves out of poverty smoothly is an important subject that is worth researched.

II. LITERATURE SUMMARY

A. Four Dimensions of Targeted Poverty Alleviation

As targeted poverty alleviation in China has become a significant strategic decision to win the battle of poverty alleviation and development, targeted poverty alleviation has also become a hot topic in theoretical cycle in recent years. Based on literature review, this paper summarizes the researches on targeted poverty alleviation in academic circle, and finds that domestic scholars have conducted studies on targeted poverty alleviation in four dimensions. The first is to study the connotation of targeted poverty alleviation. Throughout the domestic research results, the academic community has different understandings on the definition of targeted poverty alleviation, which has both similarities and differences, but the grasp and application of its core concepts are being constantly improved. Ge Zhijun and Xing Chengju (2015) clarified the relations of various connotations by expounding the concepts related to the four mechanisms of targeted poverty alleviation [3]. The second is to study practical predicaments and countermeasures of targeted

poverty alleviation. In the study of the precise identification of dilemmas, Chen Xubin (2016), a Chinese scholar, believed that in the process of targeted poverty alleviation, some poverty-stricken areas exaggerated the number of poor people and falsified poverty data to obtain financial and policy support from national and local governments, which was the major predicament for accurate identification [6]. In view of predicaments of targeted assistance, based on Alkire Foster Multidimensional Poverty Measurement Model, Chen Hui and Zhang Quanhong (2016) took rural households in northern Guangdong Province as an example, made quantitative calculations of poverty-stricken areas and families from several dimensions, and believed that the main countermeasures to tackle poverty are to allocate funds from the poverty dimension, and to set up poverty alleviation mechanism and improve managerial capacity [9]. Wu Haiyan (2016) believed that the reasons for the predicaments in “Internet plus targeted poverty alleviation” were low Internet availability rate, the government’s unreasonable management on fund, and imperfect rural infrastructure construction [10]. The third is to study the reasons behind the problem of targeted poverty alleviation. Domestic scholars mainly study the reasons behind the targeted poverty alleviation from different participants. Wang Sangui (2010), a scholar who explored the reasons behind the problem from the government’s point of view, believed that China had different standards for the low guarantors and the poverty-stricken population, and the main bodies involved in the designation were Civil Administration Department and National Bureau of Statistics, which not only obscured the number of people living in poverty, but also made China less effective in balancing poverty alleviation and subsistence allowances [11]. Starting from the perspective of poor families in China and to be expressed in the way measured by welfare, Yang Long (2015) adopted three sets of micro data for the target policies of farmers participating in poverty alleviation, and found that the main reasons for the inconsistency between the policy and the problem were mainly the limitations of methods and the cognitive differences in income and expenditure [12]. The fourth is to study the case of targeted poverty alleviation. This kind of research mainly uses the case study method, and summarizes the development strategies for targeted poverty alleviation through analysis of specific cases. Ge Zhijun and Xing Chengju (2015) reflected on the traditional poverty alleviation work and put forward corresponding countermeasures for predicaments in specific practice through field research on two villages in Ningxia city [13].

B. Literature Review

Through the comprehensive analysis of the existing literature on research of targeted poverty alleviation, it can be found that the research on targeted poverty alleviation is more thorough in recent years. Under the background of the new normal of China’s economic development, the existing literature lacks new ideas and measures on how to solve the predicament confronted by targeted poverty alleviation, and there are two research directions or fields to be deepened. First, the research on targeted poverty alleviation mode needs to enter the stage of innovation mode change research. Existing literature mainly regards targeted poverty alleviation as an upgrade of traditional poverty alleviation, and explores

the specific development patterns of poverty alleviation through case studies based on this presupposed framework. Such research tends to historically summative feature rather than transformative needs in a time of changing when the country is vigorously promoting the five development ideas. Second, the research of targeted poverty alleviation needs to enter the stage of theoretical reconstruction and model construction. The existing literature mainly focuses on the concrete description of targeted poverty alleviation, relies on the description of specific cases, lacks research on abstract theoretical reconstruction and model construction, and does not form a targeted poverty alleviation theory structure model. To effectively solve the difficulties in the practice of targeted poverty alleviation, it is necessary to combine the characteristics of the times, and give full play to the initiative of all participants in the targeted poverty alleviation and the superiority of the Internet plus technology platform. The research on the “Internet plus targeted poverty alleviation” mode will become a new hot spot.

III. OPPORTUNITIES AND CHALLENGES FOR THE DEVELOPMENT OF “INTERNET PLUS TARGETED POVERTY ALLEVIATION” IN CHINA

The analysis of opportunity and challenges for the development of “Internet plus targeted poverty alleviation” refers to that it starts from the macro level of the development of “Internet plus targeted poverty alleviation”, based on the four perspectives of political environment, economic environment, social environment and technological level in China, and analyzes how to grasp the trend of targeted poverty alleviation and its development opportunities and challenges under the national strategic background of “Internet plus” from the political policy background, the macroeconomic development trend, the change of social environment concept and technology background represented by “Internet plus”. We will vigorously develop “Internet plus targeted poverty alleviation” in light of China’s own characteristics and narrow the gap between urban and rural development.

A. Government Policies Play a Leading and Supportive Role

In 2015, Government Work Report of National People’s Congress and Chinese People’s Political Consultative Conference first proposed the concept of “Internet plus” action plan. The “Thirteenth Five-Year Plan” put forward that the integrated development of Internet technology and social economy should vigorously implement the “Internet plus” action plan and promote the development of the sharing economy. Under the positive guidance of this policy, China’s Internet development process has entered a critical period of cross-border integration and transformation. As the China Poverty Reduction and Development Forum once again has expounded on this concept, the new poverty reduction and alleviation approach of “Internet plus poverty alleviation” began to gradually supersede traditional ones. The Network Poverty Alleviation Action Plan, which was launched in 2016, was a program with Chinese characteristics that integrated Internet technology with precision poverty alleviation. The plan proposes that it is necessary to fully understand and play the innovative and leading role of Internet, and drive all

participants of society, so that the 1.3 billion people can share the development results[17]. Moreover, at present, China is in a new era of economic development, and the development of “Internet plus targeted poverty alleviation” will be conducive to China’s stable economic development. Therefore, the practical development of targeted poverty alleviation is both an opportunity and a challenge for every subject participating in targeted poverty alleviation.

B. Preliminary Development of E-commerce Agriculture in Poverty-stricken Areas

In terms of e-commerce, on the one hand, entrepreneurs and enterprises in poverty-stricken areas in China produce and sell special products by means of Internet technology platform and by combining with local characteristics to increase income and create wealth; on the other hand, poor people also can meet the needs of life and production through online shopping to save consumption expenditure. According to statistics from the Ministry of Commerce, as shown in Table 1, as of the end of August 2016, there were 1,311 Taobao villages in rural areas of China, an increase of 68% over 2015. In 2016, 445 poverty-stricken counties in China had more than one million e-commerce parcels. The online retail sales of the Taobao villages were required to reach RMB 10 million at least throughout the year, and some Taobao villages’ online retail sales even exceeded RMB 1 billion. Taobao village can provide about 2.8 jobs for every additional online store. According to this calculation, the development of online stores of Taobao village can directly create more than 840 thousand jobs. In terms of inclusive finance, its development provides China with a solid economic foundation for poverty alleviation. In particular, financial enterprises offer financial services such as online loans, electronic payment and online insurance that are inclusive, diverse and characteristic for poverty-stricken areas in China, which makes up for the deficiency of insufficient funds for local innovation and entrepreneurship to get rid of poverty. According to the data, by the end of December 2016, ant payment service provided credit and financial services for 35.14 million farmers through online banking in China, with a total loan amount of RMB 406.2 billion, and provided network security services for 130 million farmers, with a total of 4.763 billion insured [18]. Besides, it also offered Internet payment, fee payment, transfer of account and recharge and other convenient services for 160 million farmers.

TABLE I. “DEVELOPMENT AND CHANGES OF TAOBAO VILAGE” IN CHINA IN 2013-2016

	2013	2014	2015	2016
Number of Taobao villages	20	212	780	1311
The number of poor counties with more than one million e-commerce parcels	53	161	283	445

^a Data from: AliResearch

C. Infrastructure Construction in Poverty-stricken Areas Has Improved

In the construction of rural infrastructure, China’s Internet users had reached 710 million by 2016. With the continuous advancement of urban network infrastructure, the penetration rate of fiber broadband reached 60%, and the number of 3G

and 4G users continued to increase. Experts from the Ali New Rural Research Center predict that there will be 240 million Internet users in rural areas in China in 2018. However, the “Broadband China” map shows that the current broadband penetration rate in most provinces and cities in China is only 31%-46%. In addition to network construction, it is equally important for Internet merchants to build road and logistics. According to a survey for 40 thousand families and 637 villages conducted by the AliResearch, in 2015, more than half of the villages in China had one road at most, and villages with two roads accounted for 29.8%, and villages with roads from three to five accounted for 10.1%, and villages with over five roads only accounted for 3.6%. Under the same family conditions, laying a number of roads can increase family wealth by RMB 119.3 thousand per family. Therefore, infrastructure construction, especially transportation and logistics road construction, is of great significance to help the poor get rid of poverty. Internet technology not only solves the problem of information asymmetry in poor areas, but also provides advanced technology and cutting-edge perspectives for people in remote and poor mountainous areas. As the e-commerce platform realizes the entry of agricultural products and industrial products into the rural market, all stakeholders jointly participate in building a diversified and open ecosystem, achieve innovation and entrepreneurship through crowdfunding and public innovation and other sharing economic models, and promote new types of targeted poverty alleviation methods such as “Internet + tourism”, “Internet + medical care”, “Internet + finance”, “Internet + entrepreneurship”, and so on, so that targeted poverty alleviation can achieve double multiplier effects.

IV. THE THEORETICAL STRUCTURE MODEL OF THE LINKAGE MECHANISM OF “INTERNET PLUS TARGETED POVERTY ALLEVIATION”

A. Innovative Connotation of “Internet Plus Targeted Poverty Alleviation”

Since the “Internet plus” action plan has become an important development strategy for China, the academic circle has discussed on how to organically integrate “Internet plus” with targeted poverty alleviation and better promote the development of targeted poverty alleviation. In 2015, Tencent research institute, which conducted a series of researches on “Internet +”, put forward its own idea that “Internet plus” was a new tool and paradigm for the integration and reconstruction of traditional industries and eco-innovation and development based on the use of information and communication technology. “Internet plus” is regarded as a specific form or productive tool of productive forces under the background of new era, as well as the driving force for the development of social innovation, which is the essential connotation of developing a new form of “Internet plus” economy. This paper believes that “Internet plus targeted poverty alleviation” is a new working mode that utilizes Internet thinking, technology and other new productive forces in poverty alleviation work, and applies modern information technology to fundamentally change the working mode of poverty alleviation according to the wishes and needs of the poor people. This model will make use of new technologies such as big data to diversify the ways of poverty alleviation and make

poverty alleviation work more efficient, integrate social resources to promote solid development of poverty alleviation, and achieve the development and reform of poverty alleviation under the new social background.

B. Main Characteristics of "Internet Plus Targeted Poverty Alleviation"

1) *Cross-border integration*: "Internet plus targeted poverty alleviation" is a kind of cross-border and integration that applies innovative thinking to guide the advanced technology and poverty alleviation method. Cross-border brings a solid foundation to technology innovation, and integration enables the public intelligence to exert its greatest advantages in new fields. We should integrate "Internet plus" into the work of targeted poverty alleviation, combine the emerging industries to give full play to the wisdom of mass innovation and entrepreneurship, and drive the innovation and reconstruction of targeted poverty alleviation through a more open and diversified approach. Integration, collision and innovation make poverty alleviation work more efficient and accurate.

2) *Innovation-driven*: Innovation-driven information technology advances the development of Internet industry in China. The e-commerce, telemedicine, new economy and new industry sharing models have emerged and become a leading force for innovation-driven development. The Internet has the advantage of sharing and opening up in making full use of and integrating social resources. The continuous advancement of "Internet plus" digital strategy and innovative service model will help farmers to expand agricultural product sales channels, increase farmers' income levels, and contribute to achieving the goal of "two guarantees" and poverty alleviation that "guarantees poor population food and clothing, and guarantees children from poor families nine-year compulsory education and poor population basic medical needs and living conditions".

3) *Open ecology*: Open ecology refers to an ecosystem that exchanges material and energy with the external environment. A very important characteristic for "Internet plus targeted poverty alleviation" is to own an open ecosystem. Through the dissolution and innovation of the traditional development model, an open ecosystem that connects everything will be formed. We should integrate the open, shared and equal ideas into the practice of poverty alleviation, and encourage multiple subjects such as government, enterprises, individuals, and non-profit organizations to synergistically participate in poverty alleviation, embodying the characteristics of diversification of participants, openness of ecological poverty alleviation, and inclusiveness of poverty alleviation.

C. "Internet Plus Targeted Poverty Alleviation" Linkage Mechanism Model

The so-called linkage refers to the interactive process in which one of several interconnected things changes and the other changes with it. In order to describe the interaction

process of complex elements clearly, people usually adopt linkage model to study them. To build "Internet plus targeted poverty alleviation" linkage mechanism in China from the perspective of system theory, we must first regard targeted poverty alleviation as a system. To clearly and intuitively describe the "Internet plus targeted poverty alleviation" linkage mechanism, this paper will study the effectiveness and long-term effect of the mechanism by means of constructing a model. The "Internet plus targeted poverty alleviation" linkage model abstracts all subjects in targeted poverty alleviation, makes their organizational structure more intuitive, and helps to understand their mutual relations and interactions more clearly. This paper believes that "Internet plus targeted poverty alleviation" linkage mechanism means to make use of Internet thinking, base on the advanced "Internet plus" technology platform, and accurately identify poor groups and their needs based on local reality under the guidance of five development concepts of innovation, coordination, green, openness, and sharing. The government, society, market, community, individual and other multiple subjects develop diversified targeted poverty alleviation model based on local superior resources, develop and transform the targeted poverty alleviation work in China, and conduct precise identification, linkage assistance, dynamic management and precise assessment activities in a comprehensive, sustained, balanced and interactive way, so as to provide targeted assistance to poor families and solve the main constraints on poverty alleviation.

1) *The operational structure of "Internet plus targeted poverty alleviation" linkage mechanism model*: As an organizational form, the system or organization of "Internet plus targeted poverty alleviation" includes both internal operation structure and external system input. The interaction and transformation of internal and external factors can be accelerated by establishing dynamic mechanisms. The power system of "Internet plus targeted poverty alleviation" can be divided into internal and external parts. Among them, the core of internal system is the endogenous power. For example, we can establish a scientific and rational poverty identification mechanism, a targeted assistance mechanism, a precise management mechanism and a precise assessment mechanism, regularly and irregularly evaluate the work of various poverty alleviation units, find the problem in time, and urge all poverty alleviation units to continuously improve their capabilities, to fully implement targeted poverty alleviation work, and to timely perform the duties of poverty alleviation subjects, which not only ensures the maximum use of poverty alleviation resources, but also alleviates social contradictions invisibly. In contrast, the driving effect of exogenous power is relatively weak. Affected by historical and cultural customs, people's consciousness of self-reliance to get rid of poverty in poverty, equality, independence and is weak, and are willing to pin their hopes on higher-level units, so that internal institutional force is lacking, and interaction between internal and external systems is insufficient. In terms of technology, we take measures to mobilize the enthusiasm of poverty-stricken groups to get rid of poverty. Certainly, the internal

system needs to rely on external institutional forces to promote innovation in the method of poverty alleviation. This dynamic mechanism can ensure a long-term mechanism for targeted poverty alleviation. It also needs to ensure the

efficiency of the ordered linkage mechanism to avoid friction between the various links of the system. The direction of arrow shown in "Fig. 1" is the orderly connection between the various elements in the system.

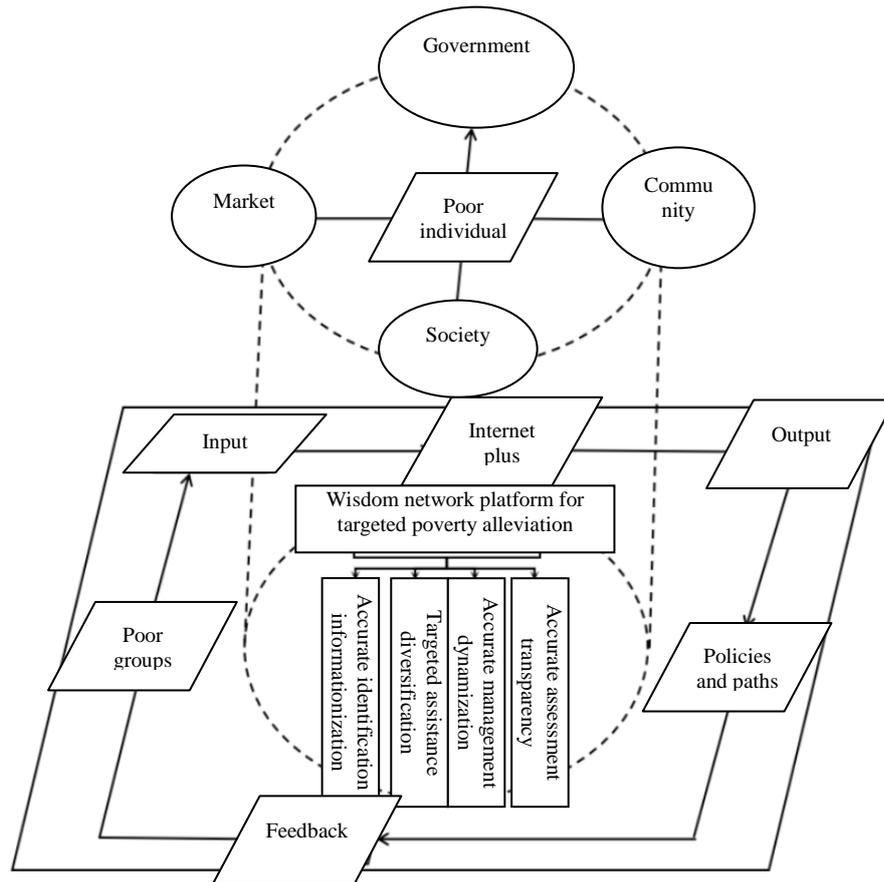


Fig. 1. Three-dimensional model of the “Internet plus targeted poverty alleviation” linkage mechanism.

2) *Mosaic structure of “Internet plus targeted poverty alleviation” linkage mechanism model:* Every aspect of the development and practice of precision poverty alleviation is embedded in a specific environment. As shown in Figure 1, the internal and external systems are embedded in a specific environment. The solid line part is the external system, including the input, output and feedback. The external system continuously inputs the poverty alleviation needs of the poor groups, integrates the feedback information through the modern information technology platform, provides theoretical reference and practical basis for the formulation and implementation of public goods, and timely solves the overall needs of poor families. The external system that exerts the export utility of the policy is the main part of public opinion feedback and supervision. In this way, an orderly linkage process of “input-integration-implementation-feedback” is formed. The part within the dotted line is the internal system, which mainly refers to various subjects of targeted poverty alleviation and related supporting mechanisms. The key to the effective operation of the “Internet plus targeted poverty alleviation” linkage model lies in the clear responsibility and

effective division of labor of the subject, avoiding the lack or dislocation of responsibility and affecting the specific implementation of poverty alleviation work. As the multiple subjects for poverty alleviation, government, society, market, community and individual should give full play to their initiative, establish a wisdom mechanism platform for targeted poverty alleviation based on cloud computing and big data as technology application, and integrate targeted poverty alleviation strategy with “Internet plus”, to achieve accurate identification informationization, targeted assistance diversification, accurate management dynamization, accurate assessment transparency.

V. PRACTICAL APPLICATION BASED ON THE CASE — TAKING JUNPU VILLAGE, JIEYANG CITY, GUANGDONG PROVINCE AS AN EXAMPLE

The poverty reduction and alleviation in China has entered the final rush period and is a hard nut to crack. To win the battle against poverty alleviation and development, we must use “Internet plus” thinking and technology to make “targeted” poverty alleviation be carried out effectively. Therefore, we construct “Internet plus poverty alleviation”

linkage mechanism model and apply it reasonably in real cases, which aims to realize the close combination of targeted poverty alleviation and Internet technology, mobilize all participants in a more comprehensive way, establish an information-based, diversified, dynamic, and transparent poverty alleviation mechanism, and improve the efficiency of poverty alleviation and solve its problems. Taking the poverty alleviation practice of Junpu Village, Jieyang City, Guangdong Province as an example, this paper analyzes the development process of practicing targeted poverty alleviation in Junpu Village by using Internet technology, and summarizes the operation mechanism of "Internet plus poverty alleviation" of Junpu Village, which provides an important reference for the development of "Internet plus poverty alleviation" project in China.

A. Case Background Introduction

AliResearch believes that "Taobao village" refers to the phenomenon of network merchants clustering, which focuses on the villages where online merchants gather, regards Taobao as a trading platform, and bases on online transaction model to form scale effect and synergic relationship. "Taobao village" can effectively broaden the sales channels of local industries and enhance the competitiveness of local advantageous industries. According to statistics, in 2016, there were more than 262 "Taobao villages" in Guangdong Province, with more than 150 thousand jobs created each year. For example, the nationwide well-known Junpu Village in Xichang Town, Jiedong District, Jieyang City, was originally a food village. Decades ago, the closure of the local food processing plants directly made life difficult for the villagers, resulting in a large number of labor losses. With the advent of electronic platforms, villagers returned to their hometowns to establish Taobao stores. In the primary stage of development, Junpu Village mainly took online retail as the main sales method. Guided by the government, Junpu Village vigorously developed network coverage engineering and road logistics infrastructure construction, trained e-commerce merchants, and explored new poverty alleviation models such as "Internet plus agriculture", "Internet plus targeted poverty alleviation", "Internet plus tourism", and "Internet plus finance". In just one year, Junpu Village has developed into a "Taobao village" with nearly a thousand online stores, and the transaction volume has increased several times. After the "Double Eleven" shopping festival in 2016, Junpu Village even created a sales record of more than 100 million yuan. Today, Junpu Village has formed a multi-subject benign symbiosis complementary "Internet plus targeted poverty alleviation" system.

B. Operation Mechanism of "Internet Plus Targeted Poverty Alleviation" in Junpu Village

First, the pattern of multiple subjects for poverty alleviation has formed. At the individual and community level, since the 12 young entrepreneurs' successful experience in operating Taobao stores in Junpu Village in 2012 had been spread, more and more new generation of local migrant workers, and graduates with higher education had returned to the village to start Taobao store. At present, 1,600 people of more than 350 households engage in e-commerce sales, and set up more than 2,300 online stores, with a monthly volume

of business of about 800 million and a monthly trading volume of over RMB 120 million. At the social and market level, major communication operators and courier delivery companies in China have successively entered the Junpu Village to set up self-service terminals, build new base stations, and set up service offices. Yancheng Shoes, Puning International Clothing, Yunti E-commerce, Bangxiang E-commerce and other enterprises have established e-commerce service platforms in Junpu Village. At the government level, Junpu Village administration promotes the establishment of e-commerce service centers to provide loan subsidies and reductions and exemptions for eligible e-commerce merchants. At the same time, it encourages private investment, establishes the E-commerce Training Center of Jieyang Polytechnic, and invites experts to provide free training for local residents. With the increasing support from the government to Taobao Village in recent years, Taobao Village has gradually entered the stage that integrates "grassroots entrepreneurship, multiple subjects support, platform empowerment and large data management" from barbaric growth. Currently, Taobao village in Junpu Village has presented a diversified poverty alleviation development trend, and the pattern of taking government, society, market, community and individual as the subject of poverty alleviation gradually emerged [20].

Second, a comprehensive platform for poverty alleviation information should be constructed. Under the background of "Internet plus", Jieyang City has established an entrepreneurship service center by integrating Internet information technology and poverty alleviation policies to organically combine "Internet plus" and targeted poverty alleviation strategy and build a comprehensive information platform for poverty alleviation. In the accurate identification, management and assessment, relying on network technology, we establish a card for archives for farmers in poverty-stricken areas, and set up a information database for poor families, so as to facilitate the classification and analysis of group characteristics, improve the accuracy of poverty alleviation policies, and ensure poor families' withdrawal after their getting rid of poverty on time, which facilitates the assessment. In the targeted assistance, Junpu Village has used "Internet plus e-commerce" to alleviate poverty. The service center, through the e-commerce platform, grafts the upstream production base of the agricultural products in the place of origin and the downstream enterprise wholesalers, shortens the sales route, and spreads the characteristic products to the whole country and even the whole world, so as to guarantee the income of farmers and achieve the poverty alleviation effect.

Third, build brand projects of "one town owning one brand". In recent years, Jieyang City and various areas have constructed a new production and marketing system of "Internet plus agriculture" according to the planning documents and work requirements of government, rely on the local competitive industries to achieve the docking of featured products in country of origin and surrounding industries, effectively combine all the working processes of "one town owning one brand" project. At the same time, e-commerce demonstration parks and operating center of "one town

owning one brand” have been established to promote the transformation and upgrading of traditional industries, which not only improves the income of farmers and helps them to get rid of poverty, but also drives the development of local agricultural products and competitive industries and promote the economy development.

VI. CONCLUSION

A. *Improving Network Traffic Engineering and Cultivating New Entrepreneurial Talents*

First, we should speed up the construction of network coverage projects. Infrastructure construction is the basis for advancing the work of “Internet plus targeted poverty alleviation”. It is necessary to accelerate the construction of fiber-optical base stations in key counties and towns of poverty alleviation, and implement the full network coverage of poverty-stricken areas as soon as possible, so that they can catch the express train of “Internet plus”. Second, we should promote the popularization of intelligent products, increase the preferential degree of preferential policies for home appliance going rural, guide the poor families to subjectively increase their enthusiasm to purchase intelligent products, and provide infrastructure guarantee for “Internet plus” settling in rural areas to develop e-commerce poverty alleviation. Third, we should improve the rural transportation logistics system, plan and construct logistics systems such as modern agricultural logistics bases, logistics parks and distribution centers by using big data, cloud computing and Internet of Things technologies, and improve network traffic engineering, to make operation efficient and economical, and management intelligent and transparent. Finally, we should step up efforts in introducing and training talents, apply infrastructure construction, implement technical training for grassroots cadres and some farmers, and focus on applied education. At the same time, we will encourage rural young adults to make innovations and start businesses, and cultivate mass entrepreneurship talents rooted in poor areas [21].

B. *Transforming the Concept of Targeted Poverty Alleviation and Building a Multi-subject Poverty Alleviation Pattern*

Every participant of targeted poverty alleviation is the components of the multiple subjects for poverty alleviation. In planning, we should unite all the subjects of poverty alleviation, and vigorously mobilize and integrate all kinds of social subjects to develop a linkage effect, forming a joint force to tackle poverty and help the poor. We must effectively mobilize the government, the market, society, the community and the poor and other forces to participate in poverty alleviation. To effectively practice the “Internet plus targeted poverty alleviation”, the government must formulate preferential policies of “Internet plus targeted poverty alleviation” under the guidance of the five development concepts, promote the deep integration of Internet enterprises with poverty alleviation of various fields, publicize the “Internet plus targeted poverty alleviation” through various multimedia means, strengthen farmers’ awareness of using the Internet to get rid of poverty and get rich, cultivate modern farmers, promote typical cases and sum up the lessons, and build a brand based on local conditions. For the mastery of targeted poverty alleviation for specific poor population,

village committee or community is closest to the object of poverty alleviation and most sensitive in possessing the information, so it is the best way for village committee or community to provide accurate information for the poor population. We should construct a linkage mechanism of “one-to-one”, “one-to-many” and “many-to-many” to gradually form a new pattern of social poverty alleviation in various forms.

C. *Creating a Smart Network Platform for Poverty Alleviation and Implementing a Dynamic Management Mechanism*

First, we should build a smart network platform for targeted poverty alleviation and high-end carrier, and establish an information interconnection mechanism between county, town, and village, to achieve accurate identification informationization, targeted assistance diversification, accurate management dynamization, accurate assessment transparency. Second, the implementation of the dynamic management mechanism can actively adjust the internal structure of poverty in the society, effectively integrate the cooperation and cohesion between governments, manage poverty alleviation funds and projects, and enhance awareness and responsibility for poverty alleviation training. In terms of accurate identification, we use Internet technology to build a card for archives for poor families, and analyze the distribution characteristics of poor families through tools such as RS and GIS. Meanwhile, we will establish a measurement standard for multidimensional poverty based on big data technology. In terms of precision management and assessment, depending on the smart network platform for targeted poverty alleviation, we will establish a dynamic tracking mechanism to record and help farmers get rid of poverty in a timely manner. Moreover, on the basis of relevant real-time monitoring data of the Internet, we will promote the transparency of supervision and assessment, and realize the seamless connection of multiple subjects and resources for poverty alleviation. In terms of targeted assistance, based on Internet information technology, we will assist the poor families to shake off poverty through specialized, refined and modernized means such as “Internet plus finance”, “Internet plus market” and “Internet plus medical care”.

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