

Research on Sustainable Development of Poverty Alleviation Industry in the Eastern Foot of Qilian Mountains under the Background of Rural Revitalization

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Abstract: With the promotion of rural revitalization strategy, the migrant areas at the eastern foot of Qilian Mountains are facing the urgent task of poverty alleviation industrial transformation and upgrading. This paper analyzes the basic conditions of industrial development, the main poverty alleviation industries and their characteristics, and identifies the existing problems and challenges in the current development, and then puts forward a series of sustainable development strategies. The research of this paper not only provides theoretical guidance for the development of poverty alleviation industries in the immigrant areas at the eastern foot of Qilian Mountains, but also provides reference for other similar areas.

Keywords: Rural revitalization background; Poverty alleviation industry; Sustainable development

1. Analysis of poverty alleviation industry in the eastern foot of Qilian Mountains

1.1 Basis of Industrial Development

Located in northwest China, the eastern foot of the Qilian Mountains has unique geographical and climatic conditions, which have laid a solid foundation for the development of local poverty alleviation industries. The region has a complex ecosystem with rich biodiversity and is also an important source of water conservation. These natural conditions provide unique conditions for the development of agriculture, eco-tourism, clean energy and other industries.

1.2 Main poverty alleviation industries and their characteristics

The poverty alleviation industries in the eastern foot of Qilian Mountains have distinct regional characteristics and ecological friendly characteristics. The poverty alleviation industry in the region is based on agriculture and animal husbandry, making full use of the local rich natural resources and unique geographical advantages. Sunan County's "off-site borrowing" model is a typical example, which not only improves the production efficiency of animal husbandry, but also helps reduce the pressure on natural grasslands and achieve a harmonious symbiosis between animal husbandry development and ecological protection.

In addition, the eastern foot of the Qilian Mountains has also actively developed e-commerce, tourism and the development of ethnic customs products and other emerging industries. The rise of e-commerce has provided a new channel for the sale of agricultural products. Through online platforms, local specialty agricultural products can be more widely accessed to the market, increasing farmers' income. At the same time, the development of tourism has also become an important force to promote local economic growth. By creating tourism projects and festival activities with national characteristics, it not only attracts a large number of tourists, but also promotes the inheritance and development of local culture.

1.3 The existing problems and challenges

Although the development of poverty alleviation industry in the eastern foot of Qilian Mountains has achieved certain results, it still faces many problems and challenges. First of all, there are some problems in the implementation of the ecological migration project, such as the low degree of immigrant participation and insufficient control of the policy welfare gap, which affect the fairness and efficiency of the project. Secondly, due to the limitations of natural conditions, such as the wide spread of deserts and low surface runoff, the agricultural production conditions are poor and the development of subsequent industries lags behind. In addition, the con-

struction of the human settlement environment in the resettlement area is not perfect, such as the quality of housing, the lack of public infrastructure construction and other problems, which also become an important factor restricting the development of industries.

2. Research on sustainable development strategy under the background of rural revitalization

2.1 Strengthen the construction of industrial base and consolidate the industrial foundation

Under the background of rural revitalization, the development of poverty alleviation industries in the immigrant areas at the eastern foot of Qilian Mountains is faced with opportunities and challenges of transformation and upgrading. In order to realize the sustainable development of poverty alleviation industry in this area, strengthening the construction of industrial base has become a key link.

First of all, choosing suitable local agricultural products for large-scale planting is an important strategy^[1] to consolidate the industrial base. The eastern foot of Qilian Mountain has its unique natural conditions and rich resources, which is suitable for the development of characteristic agriculture. For example, the region can rely on its climate and soil conditions to develop large-scale cultivation of characteristic agricultural products such as plateau summer vegetables and Chinese herbs. Through large-scale cultivation, it can not only improve the yield and quality, enhance the market competitiveness, but also drive the income of local farmers and promote the development of agricultural industrialization.

Secondly, it is also crucial to introduce new industries and promote the upgrading of industrial structure. The eastern foot of the Qilian Mountains can extend the industrial chain and enhance its value by developing emerging industries such as deep processing of agricultural products, eco-tourism and clean energy. For example, by establishing agricultural product processing parks, guiding and supporting local enterprises to carry out deep processing of agricultural products, it can not only increase the added value of products, but also create more job opportunities and promote the diversified development of regional economy. At the same time, developing eco-tourism, making use of local natural scenery and ethnic cultural resources to attract tourists is also an effective way to promote regional economic development.

2.2 We should expand the market for agricultural products and raise farmers' income

First of all, to carry out market research and accurately match market demand is the basis for improving the market competitiveness of agricultural products. The region at the eastern foot of the Qilian Mountains should make full use of its geographical and climatic advantages to develop special agricultural products, such as plateau summer vegetables and Chinese herbal medicines. By deeply studying market demand and understanding consumer preferences and industry trends, farmers can be guided to grow marketable agricultural products and reduce risks brought about by blind production. In addition, market research can help regional agricultural departments and farmers' cooperatives identify potential market opportunities, so as to adjust the production structure, optimize the product mix, and enhance the market adaptability and competitiveness of products.

Secondly, innovating sales models and broadening sales channels is an effective way to improve farmers' income. With the development of Internet technology, e-commerce has provided a new platform^[2] for the sale of agricultural products. An online sales platform can be established in the eastern foot of Qilian Mountain, and online tools such as social media and e-commerce platforms can be used to promote local specialty agricultural products. At the same time, online and offline marketing activities can be carried out, such as live sales of agricultural products, online marketing competitions, etc., to increase consumers' awareness of local agricultural products and purchase willingness. In addition, it is equally important to develop traditional sales channels such as direct sales of agricultural products, farmers' cooperatives and production and marketing docking of supermarkets, which can reduce intermediate links, improve the added value of agricultural products, and allow farmers to obtain more benefits.

2.3 We should give full play to the leading role of leading enterprises and upgrade the industrial chain

First of all, by cultivating and growing leading enterprises, we will enhance their ability to radiate and drive. Leading enterprises usually have strong market competitiveness, brand influence and technological innovation ability, and can play a core role in the industrial chain. The region at the eastern foot of the Qilian Mountains should rely on the advantages of local resources, such as characteristic agricultural products and tourism resources, to attract and cultivate a group of leading enterprises with potential. Secondly, the industrial chain should be improved to increase the added value of products. The improvement of the industrial chain can not only improve the market competitiveness of products, but also increase employment opportunities and drive regional economic development. The eastern foot of Qilian Mountains should strengthen the processing and deep processing of agricultural products, and develop the intensive processing industry of agricultural products, such as processing local special agricultural products into high

value-added products^[3] such as convenience food and health food.

2.4 The policy support system should be improved to create a favorable environment for development

Under the background of rural revitalization, it is particularly important to study the sustainable development strategy of the migrant areas at the eastern foot of Qilian Mountains. This region has unique natural conditions and ecological environment, but it also faces challenges^[4] such as fragile ecology and lagging economic development. Improving the policy support system and creating a favorable development environment are key to promoting the sustainable development of poverty alleviation industries in the region. First, increase financial support and implement relevant policies and measures. In order to promote the development of poverty alleviation industries in the immigrant areas at the eastern foot of the Qilian Mountains, the government needs to provide sufficient financial support to ensure the effective implementation of relevant policies and measures. This includes providing incentives such as planting subsidies, concessional loans and tax breaks to reduce farmers' production costs and market risks. At the same time, the government should increase investment in infrastructure construction, such as improving transportation networks, water conservancy facilities and warehousing and logistics systems, to facilitate the sale and transportation of agricultural products. In addition, farmers' ability to withstand market fluctuations can be enhanced by implementing price protection policies and establishing an insurance mechanism for agricultural products. Secondly, the introduction and training of talents should be strengthened to enhance the ability of industrial innovation. Talent is the core force to promote industrial development.

3. Conclusion

To sum up, the rural revitalization strategy provides a new opportunity for the development of poverty alleviation industries in the immigrant areas at the eastern foot of Qilian Mountains. Based on the in-depth analysis of the current situation of the poverty alleviation industry in the region, this paper puts forward some strategies, such as strengthening the construction of industrial base, expanding market channels, giving play to the leading role of leading enterprises and improving the policy support system, in order to promote the sustainable development of the industry and realize the maximization of economic, social and ecological benefits. In the future, we should continue to pay attention to industrial development trends, constantly innovate development models, strengthen policy guidance and support, and ensure that poverty alleviation industries play a greater role in rural revitalization, bringing more prosperity and a better life to residents in the region.

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