

Internet plus targeted poverty alleviation in rural areas under the background of rural revitalization strategy

—Taking Caoxian County, Heze City as an Example

Jiping Shen

Qinghai University, Xining, 810000, China.

Abstract: The focus of “agriculture, countryside and farmers” in Shandong Province will gradually shift to rural rejuvenation. The good connection between the achievements of rural revitalization and poverty reduction will help accelerate the construction of a new pattern of socialist modernization in Shandong Province. Based on the development of district-level e-commerce, Cao County, Heze City, Shandong Province, reviewed the development process from “poor provincial district” to “Taobao village”, and analyzed the “rise code” of Cao County from the perspectives of government, society and farmers. It is expected that this will bring reference and enlightenment to economically underdeveloped rural areas. And 2020 will be the development year of the symbolic significance of Cao County. Caoxian county’s sales will reach HK\$ 15.6 billion, and it is also a “witness to poverty reduction” and a “pioneer in rural revitalization” of the rural Huimin project.

Keywords: rural e-commerce; Internet plus; Rural revitalization; Caoxian county

1. Introduction

In the past decade, the government has always attached great importance to the issues of agriculture, rural areas, and farmers, and has always been committed to researching, exploring, and cultivating new agricultural economic growth points and industrial development models in the new era. How to better integrate mobile internet technology and modern agriculture, comply with the new economic normal faced by China’s current agricultural economic and social development, overcome various bottlenecks that hinder China’s current agricultural economic and social development, and explore new scientific development paths in the new era of agriculture, is a problem that the government should pay special attention to and study in the current new era. This has provided continuous policy support, technical conditions and policy support for the popularization of Internet plus in rural areas, and jointly opened the door for the in-depth integration of the Internet and rural areas.

2. Development status

In the past few years, Caoxian has promoted the development of new economy and new commercial conditions, promoted the expansion and expansion of e-commerce, and continuously improved the business card of famous cities on the internet, and sought the “Caoxian model” to support rural development through rural e-commerce. So far, there are a total of 19 “Taobao towns” and 168 “Taobao villages” in the entire state. All e-commerce companies in the county have developed into 5500 companies, with farmers’ large-scale e-commerce business being the “core” and interactive business between e-commerce platforms and service-oriented governments being the “two wings”. There are 7 billion level stores and more than 125 million level stores.

3. Advantages of internet plus Agricultural Development Village in Caoxian County

3.1 Change farmers’ lifestyle and drive farmers

The management of online stores has changed the traditional planting production system in Caoxian, transforming the industrial structure with the primary, secondary, and tertiary industries as auxiliary industries into an industrial structure dominated by the secondary and tertiary industries, and into an industrial structure that supports the secondary industry. At the same time, the income of farmers has significantly increased, and young farmers have returned to their hometowns, effectively improving the happiness index of villagers and solving the

problem of rural “hollowing out”.

3.2 Promote the development of the industry

Under the background of the increase in the number of leading factors such as the development of e-commerce, the improvement of villagers’ environment and the increase of government support policies, the industrial accumulation effect of Caoxian County has become increasingly prominent in the past. These two or three industry have promoted mutual cooperation and cooperative development, and formed this and a benign relationship.

3.3 Innovative development model

The rise and development of Cao county can be transformed into a factual recognition of the development of new industries in the city. The successful experience with Cao County shows that although rural areas are located in remote areas, they are still full of vitality and unlimited business opportunities as long as they are down-to-earth, seize opportunities and be brave in innovation, showing the advantages of regional industries.

4. Caoxian internet plus rural development is facing difficulties

4.1 Lack of professional e-commerce personnel

E-commerce industry is developing rapidly in this field. Local people from outside took part in business activities. Now there are 60,000 online stores in Cao County. However, the development of online stores is very different. Many returnees are migrant workers. The existing educational background and professional background of e-commerce management can not meet all the requirements. Product production and processing are relatively mature, but in the professional fields of product after-sales service management, product design and development, network platform management and marketing methods are insufficient.

4.2 Weak brand awareness

At present, Caoxian County’s e-commerce has formed three major industrial clusters: showcase, wooden goods, and agricultural and sideline products. Similar products have overlap and conflicts, with relatively simple types and varying quality. Many suppliers directly steal and sell product images from other stores. Product profit margins continue to squeeze out, and profits frequently decline. According to local government statistics, the development of e-commerce in Jiangsu is higher than that of Alibaba, but lags behind that of e-commerce in Zhejiang.

4.3 The logistics cost is high

Compared with other regions in Heze, local logistics costs are higher and warehousing costs are increasing year by year. With the increase in product demand, the storage space required by market demand has expanded, and the rental warehousing funds have increased. Higher delivery costs and higher rental costs directly increase product costs, further compressing product profit margins.

4.4 The overall financial support is difficult to solve

Local rural e-commerce mainly focuses on performance and wood processing. They are mostly run by households, with small scale, limited start-up funds, and poor liquidity. However, e-commerce products typically require operational processes such as raw material procurement, product processing and production, and logistics distribution. Due to insufficient funds, the size of some companies has been restricted. Overall, external funds mainly rely on family and friend loans, bank credit loans, and policy support subsidies. The channels for obtaining credit are relatively limited, making it difficult to meet the funding needs of e-commerce operators.

5. Rural Countermeasures in internet plus, Caoxian County

5.1 Rural e-commerce infrastructure

Improve existing network facilities, optimize and upgrade network services, implement all basic network services nationwide, and improve basic conditions such as the spread of basic network communication services and unstable communication signals. Regional power security is very important to information network. It has also strengthened its support for rural areas where e-commerce is lagging behind, and developed regional infrastructure to balance regional development.

5.2 Cultivate professional e-commerce talents

Based on the basic knowledge of e-commerce, stores learn more in-depth theoretical knowledge, cultivate professional skills, develop internal human resources, and combine existing resources to make the development mechanism of e-commerce business healthier, promote the spread of e-commerce skills training, and conduct accurate training.

5.3 Build brand advantages and increase market share

First of all, we must strengthen people's brand awareness, encourage the creation of e-commerce registered trademarks, improve product quality and standardize industry behavior. Next, strengthen the advertising of products, absorb the product management of advanced companies, show the characteristics of products with reference to product services, improve the core competitiveness of products, and finally realize brand management and increase market share.

5.4 Integrating existing resources to build rural e-commerce logistics system

Based on government policies, we cooperate with local logistics service companies to meet the needs of local logistics service enterprises, achieve unified quantity standards, reduce delivery service costs, and establish a logistics service supplier performance evaluation system. Establish a regulatory and management mechanism for the local logistics service market, and improve the rural e-commerce logistics service system. Integrate existing resources, organize warehousing and logistics networks, strengthen network nodes such as distribution stations, optimize overall service stations such as logistics industrial parks, and reduce warehousing space and logistics costs.

6. Concluding remarks

The density support method of e-commerce is to explore the process from narrow to wide, from individual to group and from point to surface. The case of Cao county planning e-commerce to promote rural development is not only the positive action of the government, but also the way for social forces to get rid of thinking, and it is also the self-hematopoietic function of the political cortex. This is the main reason for the contraction of farmers, and it must be said that it is a new model that poor counties can develop. The "Rise Password" of e-commerce in Caoxian County is worth learning by all rural areas, governments and business operators in the new era. Poverty-stricken counties should adjust measures to local conditions, make use of the situation, give full play to the unique advantages of the region, and embark on a new road of getting rich through rural revitalization.

References

- [1] Zhu Xiaowen. From Poor Counties to Online Popular Counties: Practice and Reflection on Rural E-commerce Assisting Rural Revitalization in Caoxian County, Shandong Province. January 18, 2022.
- [2] Jiang Ying. Shandong High level Building a Model for Rural Revitalization in Qilu. January 28, 2022.
- [3] Zhang Lijun. Analysis of Developing and Strengthening Rural Village Level Collective Economy in Caoxian County, Shandong Province. February 14, 2020.
- [4] Huang Ruifeng, Chen Xiaoge, Zheng Yuxiao, Sheng Wenjun. Research on the Effective Connection between Poverty Alleviation

and Rural Revitalization Strategy in Shandong Province. April 2022.

[5] Peng Hui, Tan Hui. Research on the Problem of Green Finance Assisting Rural Revitalization and Development in Shandong Province. May 30, 2022.

[6] Hu Deguang. Promoting Rural Revitalization with the Digital Economy - Zhao Fulong, Secretary of the Caoxian County Party Committee and Director of the County Party Committee's Deep Reform Commission, Talks on Reform. July 11, 2022.

[7] Yan Zhen. How to Promote the Government's Image through Short Videos of Popular Cities: Taking Caoxian County, Heze, Shandong as an Example. September 2021.

[8] Ma Xingkai. Research on the Rural Youth Entrepreneurship Model of "Taobao Village" in Daji Town, Caoxian County, Shandong Province. December 2017

[9] Wang Qian. Research on the Implementation Forms and Development Ideas of "Internet+Rural" in China: Taking Dinglou Taobao Village in Caoxian County, Shandong Province as an Example, June 1, 2016.