

On the Significance and Measures for Effectively Aligning the Consolidation of the Achievements in Poverty Alleviation with Rural Revitalization —a case study of Halu Village in Lüchun County, Yunnan Province

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Abstract The Central Committee of the Communist Party of China (CPC) and the State Council have assessed the situation and made sound decisions to further consolidate and expand the achievements of poverty alleviation and to successively promote the development of poverty-alleviated areas and comprehensive rural revitalization. In order to ensure that the “relay baton” of poverty alleviation and rural revitalization is handed over successfully, the No. 1 Central Document has clearly proposed to set up a 5-year transition period from the date of poverty alleviation, maintain the overall structure of the existing major supportive policies, give poverty-alleviated counties a leg up to get them going. The government will continue to consolidate poverty alleviation’s achievements, promote comprehensive rural vitalization, strengthen assistance for low-income rural residents on a regular basis, and gradually realize a smooth transition from concentrated support for poverty alleviation to the comprehensive promotion of rural revitalization. ^[1]The purpose of effectively aligning the consolidation of the achievements of poverty alleviation with rural revitalization is to help rural areas to secure the achievements of poverty alleviation, prevent the reoccurrence of poverty for those who had been lifted out and diminish the effectiveness of poverty alleviation, and further transfer the battle of poverty alleviation to the battlefield of rural revitalization and achieve a good alignment.

1. preface

Since the 18th CPC National Congress, the Central Committee, with Comrade Xi Jinping at its core, has put poverty alleviation as the top priority of governance, comprehensively planned, scientific deployed, with the whole Party and the whole country, won a huge battle against poverty, resolved overall regional poverty, completed the arduous task of eradicating extreme poverty, and created yet another miracle that will go down in the annals of history! Poverty alleviation is not the end, but the starting point of new life and new endeavor. After winning the battle against poverty and building a moderately prosperous society in all respects, the country will consolidate and expand the achievements of poverty alleviation, effectively carry out rural revitalization and promote the development of poverty-alleviated areas and the improvement of people’s lives. ^[2]At the same time, aligning the consolidation and expansion of poverty alleviation’s achievements with rural revitalization are also the key tasks of the work concerning “agriculture, rural areas and farmers” during the “14th Five-Year Plan (2021-25)” period, especially the work of “agriculture,

rural areas and farmers” in the poverty-alleviated areas. It is of great significance to the whole Party and the people of all ethnic groups.

2. The Significance of Aligning the Consolidation of Poverty Alleviation’s Achievements with Rural Revitalization

2.1It is the requirement for continuously promoting the development of poverty-alleviated areas and the improvement of people’s lives.

To effectively align the consolidation of poverty alleviation’s achievements with rural revitalization is necessary to continuously promote the development of poverty-alleviated areas and improve people’s lives. Although the goal of poverty alleviation is, by 2020, to steadily realize assurances of adequate food and clothing, and guarantees of access to compulsory education, basic medical services and safe housing for impoverished rural residents, i.e. “The Two Assurances and Three Guarantees”. This goal only helps the poor to get out of

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extreme poverty under the current standard, which still has a long distance from rural revitalization and common prosperity. In addition, the measures to alleviate poverty are not once and for all. Over time, the people who have been lifted out of poverty may return to poverty again for various reasons, and the poverty-alleviated areas may fall into poverty again. Therefore, it is necessary to set a five-year transition period between poverty alleviation and rural revitalization so as to consolidate the achievements of poverty alleviation in the early stage and prevent the return to poverty. In the meantime, this period can help realize the effective alignment of poverty alleviation and rural revitalization so as to lay the foundation for the following rural revitalization.^[8]

2.2It relates to the establishment of the new development paradigm featuring dual circulation, in which domestic and overseas markets reinforce each other, with the domestic market as the mainstay.

The domestic market as the mainstay means focusing on getting through all stages of domestic production, distribution, circulation and consumption and taking full use of the advantages of China's super large-scale market. Meeting domestic demand is the starting point and the ultimate goal of economic development. China's domestic market includes not only the urban market but also the massive rural market, where farmers, rural areas and agriculture have vast development space and market potential. Therefore, consolidating the achievements of poverty alleviation and rural revitalization will be a matter of whether China can establish a new development paradigm.

First, establishing a new development paradigm requires expanding domestic demand. The latest data released by the National Bureau of Statistics regarding the number of China's population shows that as of the end of 2019, the number of the country's rural population was 551.62 million, accounting for nearly 40% of the total population. It is evident that farmers are the major driving force of the domestic demand market. The reason for the current lack of domestic demand is the lack of demand from farmers, and farmers' demand depends on the level of farmers' sustainable income. Therefore, expanding domestic demand must increase farmers' sustainable income and boost farmers' demand. Consolidating the achievements of poverty alleviation and rural revitalization are the main strategy to increase farmers' sustainable income and boost their continuous demand.

Secondly, speeding up the establishment of a new development paradigm of agriculture and rural areas must improve the quality and competitiveness of agriculture, continuously promote the supply-side structural reform of agriculture, optimize the layout of the agricultural industry and create new types of agriculture. Poverty alleviation and rural revitalization strategy are important strategic initiatives to promote rural development and policy guarantee to build a new development paradigm of agriculture and rural areas. Rural areas are important markets and carriers of the new development paradigm of

dual circulation. Agriculture is the promising industry and pillar industry of the new development paradigm for dual circulation. Rural areas and agriculture have a vast field for development and great potential. At present, family farms, farmers' cooperatives, specialized agricultural service organizations and other new types of agricultural operating entities have gradually become important forces to ensure continuously increased income of farmers, effective supply of agricultural products and agricultural transformation and upgrading. Therefore, it is of great significance to effectively align the consolidation of the achievements of poverty alleviation with rural revitalization to achieve the next-stage goal of rural revitalization and establish a new development paradigm.

2.3It relates to the overall framework of building a modern socialist country in all respects and realizing the Second Centenary Goal.

The effective alignment of consolidating the achievements of poverty alleviation and rural revitalization is related to whether the goal of building a modern socialist country can be achieved, and whether the CPC's Second Centenary Goal can be achieved on schedule. The victory in the battle of poverty alleviation marks the realization of a moderately prosperous society in all respects, and also means that the First Centenary Goal of the CPC has finally been achieved. The next strategic arrangement is to build on the foundation of a moderately prosperous society with 15 more years of hard work to see that socialist modernization is basically achieved in 2035. From 2035 to the middle of the 21st century, having achieved basic modernization, to work hard for 15 more years and develop China into a great modern socialist country that is prosperous, strong, democratic, culturally advanced, harmonious, and beautiful, which is the Second Centenary Goal of the CPC.^[3]

Chinese socialist modernization is unique and different modernization from capitalist countries. One of the most important features is that Chinese modernization is the modernization of common prosperity for all people, and common prosperity is an essential requirement. This requires that the government must consciously and proactively solve the problems of regional disparity, urban-rural disparity and income distribution disparity in the process of realizing modernization. Consolidating the achievements of poverty alleviation and continuing rural revitalization are the fundamental measures to narrow the urban-rural disparity. Only the modernization of farmers, rural areas and agriculture will lead to the modernization of the whole people and realize the strategic overall framework of building a comprehensive socialist modern country.^[4]

3.Emphasis on Strengthening the Effective Alignment of Poverty Alleviation and Rural Revitalization

2021 is the transition year of realizing the effective alignment of the consolidation and expansion of poverty

alleviation and rural revitalization. In order to realize the effective alignment of the consolidation and expansion of poverty alleviation and rural revitalization, and to successively promote the consolidation of poverty alleviation and comprehensive rural revitalization, Lüchun County, according to the spirit of the state government and province government on the effective alignment of the consolidation and expansion of poverty alleviation and rural revitalization, has formulated the Key Points for Consolidating and Expanding Poverty Alleviation Work in Lüchun County in 2021. It emphasizes strengthening the effective alignment of poverty alleviation and rural revitalization. Halu Village, under the guidance of the key points for consolidating poverty alleviation in Lüchun County, will make efforts in the following eight aspects.^[5]

3.1 To effectively align the consolidation of poverty alleviation achievements with the goal of rural revitalization

On the journey to achieve the great rejuvenation of the Chinese nation, poverty alleviation is the first step, consolidating and expanding the results of poverty alleviation is the successive power, and promoting rural revitalization is the ultimate goal. At present, it is in a critical period of effectively aligning the consolidation and expansion of poverty alleviation with rural revitalization, and the primary focus of the alignment is to connect the achievements of poverty alleviation with the goal of rural revitalization. First of all, leading groups should coordinate well with each other. The rural revitalization's leading group, office and work team cooperate with the command office of poverty alleviation so that the leading group and office can be seamlessly connected to ensure that the tasks of poverty alleviation and rural revitalization are not separated, measures are not interrupted and persons in charge remain at their posts. Second, the specific target tasks should be connected. In the aspects of rural industry integration, infrastructure construction, ecological construction, tourism development, cultural construction, health construction, management and autonomy, resource revitalization, talent cultivation, etc., the village should further enhance its competence, from industry poverty alleviation to industry prosperity, from infrastructure construction to infrastructure improvement, from good ecology to ecological livability, from tourism development to tourism revitalization, from cultural construction to rural civilization, from health construction to healthy China, from management and autonomy to effective governance, from resource revitalization to resource utilization, from talent cultivation to talent revitalization. These specific tasks of each goal should be improved and enhanced to lay a solid foundation for rural revitalization and create a beautiful countryside and a beautiful China.

3.2 To effectively align industry poverty alleviation with industry revitalization.

Industry poverty alleviation is an important method and endogenous driving force to win the battle against poverty. For the next step of rural revitalization, industry development is still the main channel and driving force. However, the goal of industry development has undergone a change, requiring a transition from industry poverty alleviation to industry revitalization. The Key Points for Consolidating and Expanding Poverty Alleviation Work in Lüchun County in 2021 pointed out that Lüchun County should, in the following work, highlight the cultivation of traditional leading industries such as tea and rubber, and moderately cultivate new industries such as macadamia nuts and regional medicinal herbs, etc. Halu Village has already expanded new economic crops such as new bananas, sugar cane, lemon, passion fruit and red rice based on local conditions. However, the disadvantage is that the planting is relatively scattered, weak and simple, and has not formed large-scale plantings and regional industries. Therefore, the key work of Halu Village in industry revitalization should be carried out from the following three aspects: the first is to firmly retain the red line of arable land. Agriculture is still the foundation of current development in Halu Village, which requires consolidating and improving the food production capacity on the existing basis and exploring high-standard farmland. The second point is to develop and expand new industries and new businesses. Halu Village should select the regional economic crops from the crops already planted, regularly carry out technical training, increase the technical training of planting and breeding, accelerate large-scale planting, build special brands, drive with leading enterprises and promote the increase of farmers' income. In terms of sales of agricultural products, it should use modern digital means, provide villagers with training in e-commerce business sales skills, broaden the sales channels of agricultural products, and integrate the development of agricultural planting, agricultural products processing and agricultural products sales. The third point is to promote the deep integration of primary, secondary and tertiary industries. It should vigorously develop regional planting of agricultural products, promote the development of agricultural products processing industry and support the integrated development of agricultural production, processing and circulation. It should also expand the function of agriculture, actively developed "agritainment", leisure agriculture and countryside tourism, organize villagers who have knowledge and skills to go out learning the experience of other villages in the development of modern agriculture, promote the deep integration of agriculture with tourism, education, culture and other industries, innovate the benefit linking mechanism, lead farmers to increase their income and become prosperous.^[5]

3.3 To effectively align ecological livability and beautiful countryside construction.

Based on the preliminary achievements of poverty alleviation, Halu Village has a certain foundation in the construction of beautiful countryside, and the appearance of the countryside has been greatly improved. However, there is still a distance from the standard of ecological livability and beautiful countryside. According to Key Points for Consolidating and Expanding Poverty Alleviation Work in Lüchun County in 2021, it should adhere to the vigorous implementation of the upgraded version of “beautiful countryside” well-off action, further improve the standard of rural roads, reconstruct rural roads, improve the level of infrastructure construction and break the bottleneck that restricts regional development. In terms of road and traffic facilities, it should further raise the standard of rural roads, improve and maintain them, and provide good conditions for villagers to travel and business development. In terms of logistics services, it should increase the number of express logistics stations and improve the efficiency of logistics delivery, so as to enhance villagers’ well-being. In terms of the construction of farmland water conservancy, water and power supply facilities, it should set up special funds to maintain water and power facilities, so as to secure villagers’ needs in water irrigation, water and power supply. In terms of village appearance, it should combine the requirements of the patriotic health campaigns to promote the improvement of the rural living environment and keep the village clean and tidy. In terms of the village’s public environment, it should put the concept of green ecology into practice, create an “ecological and livable” environment and foster rural tourism. In terms of education, culture and health facilities, it should focus on improving the quality and level of basic education for the village, increasing teachers’ training, improving the construction standard of the village’s cultural sites, enriching villagers’ spiritual life, improving the medical level of the village health center, improve the medical environment for the villagers and meet villagers’ basic needs for medical treatment. The primary goal of village construction is achieving ecological livability, and the ultimate goal is to build beautiful countryside.^[5]

3.4 To effectively align the boosting of motivation with good governance in the rural area.

For both villagers’ autonomy and rural revitalization, the principal part is the villagers. It is necessary to make the most efforts to effectively align the boosting of villagers’ endogenous development motivation with good governance of the villagers and countryside. The Key Points for Consolidating and Expanding Poverty Alleviation Work in Lüchun County in 2021 emphasize the need to strengthen the combination of poverty alleviation with improving the will and wisdom, enhance the positive incentive mechanism of more pay for more work, and guide the impoverished people to shake off poverty and get rich gradually through their own hard work. First of all, it is needed to guide the villagers to raise

their sense of participation in rural revitalization. The main battlefield of rural revitalization is the rural area, the main force is the villagers, and the beneficiaries are also the villagers. Thus, the villagers are the leading power. It is necessary to guide villagers to be the master of the revitalization and development of their hometowns, cultivate their overall and long-term views of rural revitalization and development, and temporarily work hard for a better life in the future. Only when families unite together and pool the efforts of the whole village can they make their hometown develop better. Second, rural skills training should be carried out on all fronts to improve villagers’ income-earning skills. Some families cannot increase their income, which is not because they are lazy, dependent, or take for granted, but because they lack the skills to increase income through work. Therefore, the village committee should try its best to adopt assistance methods such as work for food, production subsidies, labor subsidies, creating public welfare jobs, etc., strengthen the training of poor villagers in practical skills, market management, employment and entrepreneurship, encourage poor villagers to be self-reliant, work hard and develop diligently, and strive to cultivate new types of farmers who can adapt to the development of the new era. To cultivate a new type of farmer who can adapt to the development of the new era. Finally, it should also give full play to the role of Party building in poverty alleviation and revitalization. Primary-level Party organizations and Party members are the key role of the party working at the first line, and can give play to the exemplary and vanguard role for villagers. The village can select and advertise a number of poverty-alleviated and wealthy models, play the exemplary and leading role of people and deeds around the village, let the primary-level Party organizations take the leading work, adhere to the integration of villagers’ autonomy, rule of law and moral governance, build a modern social governance system in rural areas, and realize “effective governance and social etiquette and civility.”

3.5 To effectively align financial input policies.

Financial support and assistance can provide a strong financial guarantee for the development of rural revitalization. In the stage of effectively aligning the consolidation of poverty alleviation with rural revitalization, it is crucial to effectively align financial input policies. According to the requirements of Key Points for Consolidating and Expanding Poverty Alleviation Work in Lüchun County in 2021, first of all, government finance at all levels should reasonably arrange the amount of financial input. According to the needs and financial situation of the effective alignment of consolidation and expansion of poverty alleviation achievements and rural revitalization, it should retain, adjust and optimize the original financial funds specialized for poverty alleviation, and focus on consolidation and expansion of poverty alleviation achievements and rural revitalization. To increase financial input, Halu Village should make a detailed plan for the financial needs of the village and seek more

financial support from the government at each level for the construction of public infrastructure such as roads, water conservancy, water and electricity, education, sports, culture and health, and logistics services in the village. Second, in terms of financial expenditure in Halu Village, it should be based on support from the higher level of the financial department and social support, and optimize the structure of expenditure. It should gradually increase the proportion used for business development, slowly provide a preference of the financial funds to business development, especially to increase support for the development of the village collective business, improve the collective income of the village and stimulate the villagers to work to become rich. Finally, it should adjust the focus on financial support. For industries affected by epidemics, disasters and economic downturns, more financial support should be given. For areas where drought, floods, earthquakes and other disasters arouse “Three Guarantees” and drinking water safety problems, they also should have a preference for financial support.

3.6 To effectively align land support policies.

In terms of the effective alignment of land support policies, Halu Village should strictly follow the requirements of the national policy on the protection of arable land, strengthen the responsibility of arable land protection, strictly control the occupation of arable land by non-agricultural construction and resolutely retain the red line of arable land. Generations in Halu Village have relied on arable land to produce food and make a living, which is indeed villagers’ primary source of livelihood. Whether it is for poverty alleviation or rural revitalization, the existing arable land cannot be damaged for development. Arable land cannot be occupied for business development and tourism development, etc. In terms of territorial space planning, according to the principle of protecting as much as possible, new construction land plan indexes will give priority to guarantee the needs of consolidating and expanding the achievements of poverty alleviation, rural revitalization and infrastructure construction. According to the policy of the national natural resources department on the construction and utilization of land resources, Halu Village should also carry out comprehensive land improvement in the whole village and provide systematic support for rural revitalization through projects such as agricultural land consolidation, construction land consolidation, rural ecosystem protection and restoration, rural history and culture preservation and characteristic promotion^[6]

3.7 To effectively align intellectual and talent support policies.

Poverty alleviation and rural revitalization cannot be realized without the contribution of various types of talents. In terms of the effective alignment of intellectual and talent support policies, the Village should continue to extend the various talent and intellectual support policies that have been adopted during the poverty alleviation period. According to the requirements in the Key Points

for Consolidating and Expanding Poverty Alleviation Work in Lüchun County in 2021, first of all, it should continue to implement the special-post program for teachers in rural compulsory education, the national training program for teachers in kindergarten, primary, and secondary school, the priority programs and preferential policies for rural teachers, such as the living subsidy. These will attract more talents to the countryside and primary-level areas, make more talents willing to stay and retain talents for the countryside. Second, it should continue to implement the program “taking community-level posts in education, agriculture, health care and poverty relief” for college graduates, continue to implement the special-post for general practitioners and the free training program for directed medical students in rural areas. In addition, it should explore a new mechanism for talents promoting agricultural science and technology, namely, “managed by the county and work in the countryside”, This can attract more college students and skilled talents to go to the countryside, which can solve the problem of shortage of skilled talents for rural revitalization and reduce graduates’ employment pressure. Finally, it is suggested to appropriately relax the recruitment conditions for primary-level civil servants and institution staff, and according to the actual need, to offer a certain number of positions for people with household registration (or student record) or retired soldiers in the county or surrounding counties. This policy will undoubtedly be a preferential policy for those talents who want to apply for local civil servants and public institution positions to contribute to the construction of their hometown.

3.8 To effectively align East-West poverty alleviation collaboration with various types of support policies.

First, the government of Lüchun County should continue to improve the East-West collaboration mechanism, take the initiative to strengthen the coordination with the paired assistance departments, such as Shanghai Changning District, Chongqing University and Ocean University of China, continue to take advantage of new ideas, new technologies, new promotion, etc. in the eastern coastal region, coordinate and plan the alignment work between the county and village with paired assistance departments and make sure each village obtaining guidance from paired assistance departments. Halu Village committee should take the initiative to liaise with the assistance provider, communicate the specific supportive policy for both sides to concentrate and discuss the program and methods according to local conditions and local talents. Second, for the specific content of East-West poverty alleviation collaboration, it should seek more opportunities for industry cooperation, labor collaboration, and talent support. In terms of industry cooperation, commitment is made to seek guidance and help in industrial planting and industrial sales, learn from the eastern coastal region of its new ideas, new technologies and new marketing, and seek cooperation with enterprises in the eastern coastal region. if possible, it makes sense to

attract investment and strive for the campaign of “10,000 enterprises assisting 10,000 villages”. In terms of labor collaboration, it should strengthen labor export to the eastern coastal region. In terms of talent support, it should send village committee officials and active members of industry development to study and train in the eastern coastal region, and seek support or remote technical guidance in the fields of education, medical care and agriculture. Finally, for the specific form of East-West poverty alleviation collaboration, more diversified and flexible guidance, assistance and cooperation should be adopted, such as remote video for technical guidance, information-sharing assistance, etc., to address the issues that experts and scholars cannot come to the field for guidance.^[7]

4. conclusion

In short, consolidating the achievements of poverty alleviation and effectively connecting poverty alleviation with rural revitalization is the top priority of the next three rural work, and also an important part of the national "14th Five Year Plan". The No. 1 central document of the Central Committee clearly proposed to set up a five-year transition period from the date of poverty alleviation to maintain the overall stability of the existing main assistance policies, and to help counties out of poverty, gradually realize the smooth transition from concentrated support to poverty alleviation to comprehensive promotion of rural revitalization.^[9]

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