

The Practice and Experience of National Characteristic Industries in Promoting Poverty Alleviation in Nimu County, Tibet: Take the Tibetan Incense Industry of Tunba Town as an Example

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Abstract: Tibet used to be the region with the highest incidence of poverty, the deepest poverty level, the highest poverty alleviation cost, and the most difficult poverty alleviation in China. Due to the actual phenomenon of "poor natural conditions, remote location, and insufficient resource endowment", Nimu County in Tibet is still a national-level poverty-stricken county as of May 2019; Nimu County is concerned by the central government, supported by the country, local governments and counterparts Under the aid-to-Tibet policy, combining local resource advantages and industrial characteristics, vigorously develop the Tibetan incense industry, and effectively transform traditional hand-made techniques into continuously increasing economic income. In 2018, Nimu County was successfully lifted out of poverty, and the entire Tibet Autonomous Region was 74 at the end of 2019. The 628,000 impoverished people in these counties have all been lifted out of poverty and achieved historic achievements, embarking on a path of sustainable, high-quality development in which characteristic national industries can help alleviate poverty.

1. Introduction

The Chinese leader has always been concerned about the stability and development of Tibet. In 1998 and 2011, he visited Tibet twice for investigation and research. In 2013, Chinese leaders clearly put forward the important strategic thinking of "the country must govern the borders, and the borders must first stabilize Tibet" at the two sessions. On November 3, 2013, Chinese leaders put forward the concept of "precise poverty alleviation" for the first time. At the Seventh Central Tibet Work Forum in August 2020, Chinese leaders emphasized: "We must fully implement the party's strategy for governing Tibet in the new era, build a sense of the Chinese nation's community, and strive to build a socialist modernization of unity, prosperity, civilization, harmony and beauty New Tibet [1]". Chinese leaders have repeatedly emphasized that "developing industries is the fundamental way to achieve poverty alleviation." In rural areas, without industrial development, farmers and herdsmen will not have income guarantee. The "Thirteenth Five-Year Plan" is a critical period for Tibet's targeted poverty alleviation. The "Interview between the Government of the Tibet Autonomous Region and the Poverty Alleviation Office of the State Council" emphasized: "The

key to a well-off life in Tibet lies in the agricultural and pastoral areas; the key to poverty alleviation in the agricultural and pastoral areas is not a well-off life"; And whether the effect of poverty alleviation is significant depends on the effect of industrial poverty alleviation [2]. Wu Yingjie, secretary of the Tibet Autonomous Region, pointed out that to do a good job in industrial poverty alleviation, it is necessary to base on resource endowment, industrial foundation and market demand, and vigorously promote the adjustment of industrial structure and the innovation of organizational forms, and develop characteristic industries according to local conditions [3]. The "14th Five-Year Plan" of Tibet thoroughly implements the important instructions of "three grants and one benefit". The Tunba Township government closely focuses on the "three-step" overall layout of Nimu County, and the development layout of "four industries and three industrial parks" is firmly established. Establish the "four consciousnesses", strengthen the "four self-confidences", take the socialist thinking with Chinese characteristics in the new era, aim to achieve the goal of getting rid of poverty for the poor people, accelerate industrial development as the main line, focus on industries to promote poverty alleviation, and combine with the industrial development of Tunba Town Advantages, focus on educating talents, strong skills, and vigorously implementing technology to promote poverty, solidly promote the orderly development of targeted poverty alleviation work in Nimu tunba Town, Tibet.

2. Literature Review

At present, domestic and foreign research on industrial poverty alleviation mainly involves industrial poverty alleviation models, industrial poverty alleviation mechanisms, research on existing problems in industrial poverty alleviation, industrial poverty alleviation countermeasures, industrial poverty alleviation benefits, industrial poverty alleviation research methods, etc. The poverty alleviation in Tibet mainly involves the following content is reached: Sun Wei et al. (2017) based on the precision poverty alleviation model of animal husbandry science and technology in Jina Village, Gangdui Town, Gongga County, Shannan Region, Tibet, proposed "an innovative path for applying mature and applicable technologies and establishing a sustainable income growth model for industrial development based on market demand" [4]. Shi Benlin (2018) put forward "Strengthening top-level design, focusing on policy system construction, strengthening supervision and inspection countermeasures and suggestions" from the perspective of the Tibetan practice of precision poverty alleviation [5]. Lei Ming etc. (2019) proposed "six precise measures for poverty alleviation in industries such as precise measures to households, precise identification of support objects, precise poverty alleviation effects, precise project arrangements, precise personnel assignments due to villages, and precise capital use" [6]. Xu Xiaojun et al. (2019) proposed "the path of collective poverty alleviation in villages that adopts the collective village development model, builds collective industries, activates market awareness, and transforms from relying on state policy subsidies to wage income" [7]. From the perspective of characteristic economic industries, Zhu Yufu et al. (2018) proposed a path to poverty alleviation by accurately considering various factors, selecting the development direction of characteristic industries, innovating the production and marketing docking mechanism of characteristic industries, improving the linkage mechanism of poverty alleviation benefits of characteristic industries, and comprehensive financing of innovative characteristic industries." [8]. Nima Tsering etc. (2016) proposed the "precise poverty alleviation in seven regions and seven belts of southeastern Tibet, northeastern Tibet, southern Qiangtang Plateau, middle and lower reaches of the Niyang River, middle reaches of the Yarlung Zangbo River, and seven regions and seven belts of northern Tibet, based on the targeted poverty alleviation model of characteristic industries. Innovation path" [9]. Gao Fei et al. (2018) "proposed the establishment of an integrated poverty governance framework (national-collective-farmer

households triple poverty reduction framework), and the development of collective cooperative management poverty reduction countermeasures" [10]. Meng Yuan (2018) based on cases of industrial poverty alleviation in pastoral areas in Tibet, industrial poverty alleviation in semi-agricultural and semi-pastoral areas, and industrial poverty alleviation in agricultural areas, proposed "strengthening infrastructure and information construction, integrated development of the three major industries, deepening the reform of land transfer rights, and intensifying education and training. , Poverty alleviation is the path of industrial poverty alleviation by first helping the aspirations" [11]. It can be seen from the above that experts and scholars have carried out relevant research and discussion on the "problems of poverty alleviation in Tibet", "Poverty Alleviation Policies in Tibet", "Poverty Alleviation Countermeasures and Innovation Paths of Tibet's Industries" from a macro perspective, to help Tibet's poverty alleviation under the background of the new era. The tackling work provides a way of thinking and operation that can be used for reference; it also provides a theoretical basis for this study; this article draws on the results of previous studies, taking the Tibetan incense industry in Tunba Town as an example, and looking at the history of Tunba Town in Tibet The advantages of cultural resources, the development model of Tibetan and incense cooperatives, and the government's targeted poverty alleviation policies have analyzed the highlights and measures of the Tibetan incense industry in helping Tunba to alleviate poverty, and then summed up the experience to better explore characteristic industries for ethnic areas in the future to solve the relative poverty problem and solve the problem of poverty. Promote the high-quality development of Tibet's economy and cultural industries and provide feasible path option.

3. Overview of Tunba Town, Nimu County

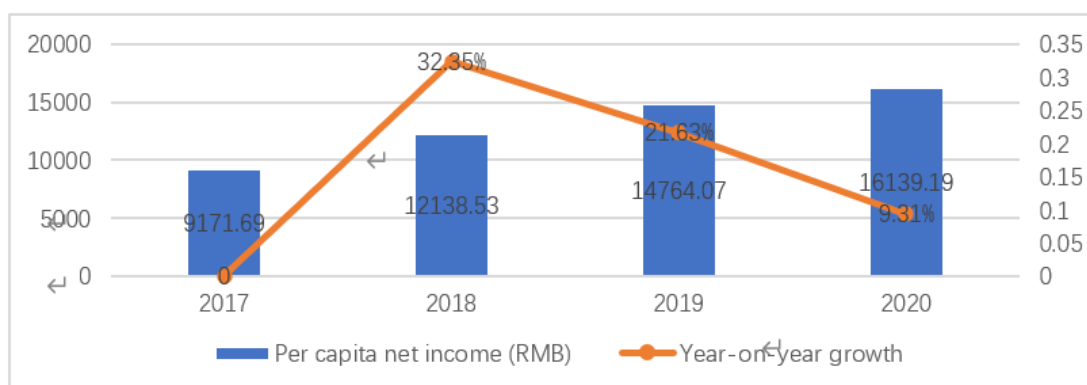
Tunba Town is situated in the eastern part of Nimu County, with an area of 311 square kilometers, close to the 318 National Highway, where the railway station of Nimu County is located, 120 kilometers away from Lhasa City and 20 kilometers away from the county seat. Tunba Town has 3 administrative villages under its jurisdiction. In 2017, there were 582 farmers and herdsman in the town with 2,657 people.

From the data in Table 1 and Figure 1, it can be seen that at the end of 2015, there were 3 poor villages in Tunba Town, 60 households with 224 persons in the town's registered poor households, 57 poor households with 212 people in registered poor households were accurately identified, and the incidence of poverty 8.5%; after the adjustment of the poverty population dynamics in 2016, 57 households with 212 people in the town, 57 households with 212 persons were removed out of poverty, and the poverty incidence rate was 0; after the adjustment of the poverty population dynamics in 2017, the town was organized and registered There are 60 poor households with 224 people, 57 households with 211 people out of poverty, and 3 households with 13 people returning to poverty. The incidence of poverty is 5‰. The net income per capita of registered households is RMB 9171.69. At the end of 2018, 223 people in 60 households had been reduced in total in the town. The satisfaction among the people reached 97% people and the incidence of poverty was 0%. The net income per capita of registered households was RMB 12,138.53, a year-on-year increase of 32.35%, of which self-generated income Accounted for 89.14%, and policy accounted for 10.86%. In 2019, the per capita disposable income of Tunba Township was 14,764.07 yuan, a year-on-year increase of 21.63%. Among them, self-generated income accounted for 95.2%, and policy income accounted for 4.8%. In 2020, the total income of the poor households in Tunba Town who set up files and registered cards will achieve a total income of 3,799,600 yuan, a year-on-year increase of 12.522%, and a per capita disposable income of 16,139.19 yuan, a year-on-year increase of 9.31%. Among them, transfer income accounted for 5.56%, and self-generated income accounted for

94.44%. From the above data analysis, we can see that Tunba Town, a traditional agricultural county with a history of 1,300 years, took only 5 years from my country's approved targeted poverty alleviation in 2013 to the withdrawal of the poverty-stricken county sequence in 2018, and the effect of poverty alleviation was very significant. How did Tunba Town rely on the development of ethnic distinctive industries to drive the poor households of the village out of poverty?

Table 1: Statistics on poverty alleviation of poverty-stricken households in Tunba Township from 2015 to 2018.

Year	2015	2016	2017	2018
Poor households with a card (person)	224	212	224	233
Poverty alleviation (person)	8.5	212	211	223
Poverty incidence rate (%)	0	0	0.5	0



Data source: Tumba Township Report on Targeted Poverty Alleviation and Targeted Poverty Alleviation in 2020

Figure 1: The per capita gross income and year-on-year growth changes of enrolled recorded households from 2017 to 2019.

4. The Practice and Highlights of the Development of Tibetan Incense Industry in Tunba Town

4.1 Relying on the Unique Historical and Cultural Resources of Tunba Town to Drive Poor Households out of Poverty and become Rich.

According to the "Lhasa City Records", Tibetan incense originated in the Tubo Zanpu Songtsen Gampo period in the first half of the 7th century [12]. It has a history of more than 1,300 years. The Tibetan founder Tunmi Sangbuza brought back to Tubo, combined with the regional characteristics of Tibet, guided by Tibetan medicine, developed a hand-made water milling incense technique, taught it to the residents of his hometown, and passed it down to the present [13]. Tunda Village, Tunba Township, Nimu County, is the hometown of the originator of the Tibetan language. It takes water as its vein, and natural streams, local cypress trees, perfume carts and polishing devices are integrated with the river valley. The Tunba people use the natural water flow of Tunda Gully as their power, drive the waterwheel and grinding device by hydraulic power, and use the mud bricks formed after the cypress is ground and dried in the shade as the main raw material, supplemented by

saffron, snow lotus, musk, Tibetan Kou and Rhodiola , Cloves, borneol, sandalwood, Chenxiang, Gansong and other precious Tibetan medicines combined with traditional Tibetan craftsmanship and Tibetan medicine, hand-made into the Tibetan incense that has been handed down to this day. In 2008, Nimu tunba's hand-made Tibetan incense production process was listed as a national intangible cultural heritage. In 2013, Nimu tunba's Tibetan incense applied to become a National Geographical Protection Indication product; In 2014, the Ministry of Culture awarded Tunba Town, Nimu County "The Hometown of Chinese Folk Culture and Art-Tibetan Incense Production in 2014-2016"; In 2015, the People's Government of Tibet Autonomous Region and the Department of Culture awarded Tunba Town, Nimu County, as the "Hometown of Tibetan Incense Production and Folk Culture and Art", Tunba Tibetan Incense Industry was rated as a national demonstration village of "One Village, One Product". In 2016, Tunpu Village won the "National Ecological and Cultural Village", Tunba Town was also shortlisted in the Tibet Autonomous Region (November 2015), the first batch of national-level distinctive small town demonstration sites (October 2016) and other honorary titles. Tibetan incense is mostly used in Buddhist ritual activities. At the same time, Tibetan incense is made from a variety of precious Tibetan herbal medicines physically mixed in proportion, and has very high medicinal value. Tibetan incense production is an important channel for local people to obtain cash income.

Based on this, on the basis of a large number of visits and investigations by government officials, experts and scholars of Nimu tunba Town in Tibet, the Tibetan incense industry has been identified as the leading industry for poverty alleviation in Nimu tunba Town, and the creation of Tibet without destroying the natural ecology The characteristic national industry has embarked on a road of poverty alleviation with national characteristics.

4.2 Paired Assistance, Precise Policy Implementation

In recent years, Tunba Town has closely focused on the industrial development layout of Nimu County, conscientiously implemented the spirit and work requirements of higher-level meetings on poverty alleviation work, adhered to the combination of industrial development and promotion of agricultural income, and adhered to the combination of ecological protection and green development. Adhere to the combination of innovative mechanisms and targeted poverty alleviation, accurately grasp poverty alleviation strategies, adhere to one-household policy, precise implementation of policies, achieve real poverty alleviation, real poverty alleviation, and vigorously develop the Tibetan incense industry; establish and improve the cadre pair assistance mechanism to form one-to-one, multiple One-to-one, point-to-point, continuous line, non-decoupling assistance mode. At present, there are 165 poor households in Tunba Town. According to the requirement of "321" that county-level leading cadres contact 3 households, section-level cadres contact 2 households, and ordinary cadres contact 1 household, the "321" assistance requirements are adopted. The "one-to-one" model rationally arranges the town's paired assistance work to ensure that every cadre has a pair of households and each household has a pair of cadres. In 2020, cadres from poor households in Tunba Town entered the households for more than 600 times. They delivered condolences and fulfilled their duties effectively, which effectively promoted the targeted poverty alleviation work: First, be a good advocate of poverty alleviation policies. Actively go deep into poor households to carry out poverty alleviation propaganda activities, publicize poverty alleviation policies, laws, and measures, so that the helping people understand where the benefits come from and where they benefit. The second is to be a good collector of poverty information. Real-time understanding of the production and life dynamics of paired households, grasp first-hand information, ensure that the work is not out of touch, continuous files, and completely solve the difficulties of poor households. The third is to be a good instructor to increase income and get rich.

According to the actual situation of poor households, formulate practical and feasible measures to consolidate poverty alleviation, strengthen their endogenous motivation to alleviate poverty and become rich, and achieve "blood-making" poverty alleviation.

4.3 Innovate and Develop New Models on the Basis of Cooperatives to Generate Income for Farmers and Herdsmen

The Tunba Township government firmly grasps the "key point" of the industry to promote poverty alleviation, actively explored innovative cooperative operation and management methods, focused on the industry to promote poverty alleviation, conducted in-depth investments on many occasions, and clarified that "centering on the core leadership of the town government, relying on location and resources "Advantages and innovative thinking of targeted poverty alleviation" work ideas, organically integrate the industrial development advantages of various villages in Tunba Town, independent development-oriented joint development, focus on educating talents, strong skills, vigorously implement technology to promote poverty, and mobilize and explore local ideas and innovative thinking of targeted poverty alleviation work. At present, the cooperatives in Tunba Town have gradually promoted the model to the remaining 11 cooperatives based on the successful experience of the "village branch + cooperative + poor households + general farmers" model of Tunba Tibetan Incense Pure Land Industry Co., Ltd., creating a "12+1+ 3" The advantageous industrial chain ensures that industrial poverty alleviation is visible, capable of alleviating poverty, and sustainable. In 2017, the total income of the cooperatives reached more than 2.05 million yuan, which drove 156 farmers in Tunba Town to increase their income and become rich, including 57 poor households with registered documents and 67 people, achieving an increase of 296,855 yuan, and an increase of about 4,500 yuan per capita. In 2018, the cooperatives drove a total of 25 households with 30 persons from registered households (24 households without relocation), which increased the income of registered households by 130,776 yuan, an increase of 4359.2 yuan per capita. In 2019, the cooperatives and companies made a total profit of 5,920,600 yuan, which drove the employment income of 22 registered cardholders in the town to increase by 142,400 yuan, and the per capita wage income reached 6473.7 yuan. The other three villages collective economic dividend projects totaled 2.129 million yuan. A total of 66,000 yuan of dividends were distributed to 24 disadvantaged groups. As of December 2020, the output value of 12 cooperatives (companies) in Tunba Township reached 13.3637 million yuan, of which total income was 8.53-million-yuan, net income was 3.518 million yuan, and the people's income increased by 3.723 million yuan, directly driving more than 253 households directly to achieve employment. Among them, 22 households have filed and registered people

5. Summary of the Experience of Developing the Tibetan Incense Industry in Tunba Town from Poverty Alleviation to Prosperity

Through the development of characteristic industries dominated by the Tibetan and incense cultural industry, Tunba Town will achieve poverty alleviation in 2019. In 2020, Tunba Town will achieve a total income of 3.77965 million yuan for the poor households with registered cards, a year-on-year increase of 12.522%, and the annual income of each household will reach More than 10,000 yuan, poor villages have achieved their goals, the per capita net income of the impoverished people in filed registration has increased, the people's living standards and happiness index have improved, and the poverty alleviation work of Tunba Town has achieved remarkable results. The experience of this is worth of summing up.

5.1 Combining Resource Advantages to Clarify the Direction of the Industry

Tunba Tibetan Incense has a history of more than 1,300 years. The unique local folk customs and rich characteristic cultural resources have created conditions for the establishment and development of the Tibetan Incense cultural industry brand. Tunba Town closely revolves around the development layout of the "four industries and two parks" in Nimu County, and focuses on the development concept of "123" ("1" means doing well the intangible cultural heritage of "Tibetan Incense Culture"; "2" means building Tunba handmade Tibetan incense The production center and the modern production center of the county's Tibetan Incense Industrial Park; "3" means to build a product system, brand system, and market system). After many in-depth field investigations, it is clear that "centering on the core leadership of the town government and relying on the location in accordance with resource advantages and innovative thinking on targeted poverty alleviation work, we adhere to the development concept of "fry each dish and set up a table together", guide farmers and herdsmen to start businesses and actively build 12 cooperatives (companies) in Tunba 1. A targeted poverty alleviation and environmental sanitation team has a superior industrial chain to increase the promotion of the Tibetan incense cultural industry, drive the development of related industries, and increase the income of farmers and herdsmen.

5.2 Give Full Play to the Leading Role of Cadres, Provide Precise Assistance, and Implement Precise Policies

Tunba Town Government gives full play to the core role of leadership and the exemplary role of cadres, establishes a responsibility system for leading cadres in the village based on its own conditions, and formulates and perfects the "Tunba Township's Poverty Alleviation Leadership Responsibility System". Leading cadres are involved in the targeted poverty alleviation work in the form of "contracting villages" to ensure the implementation of responsibilities at all levels.

The first is to strictly control the concept of responsibility and strengthen the leadership of the organization. The town government attaches great importance to the targeted poverty alleviation and targeted poverty alleviation work, established a targeted poverty alleviation and targeted poverty alleviation work leading group, clarified the specific person in charge of the "six deprivation" work, and formed a good situation of the government's overall supervision, the participation of all town officials, and the specific implementation of the village cadres. Implement China's poverty alleviation policies and related work requirements.

The second is precise identification and precise policy implementation. In 2014, 151 poor households with 545 people were identified. At the end of 2015, 57 poor households with 212 people were determined to be registered in Tunba Town. After the dynamic adjustment in 2017, 3 households with 13 people returning to poverty were identified and reported to the county poverty alleviation headquarters Approval and filing, three poor villages in Tunba Town achieved poverty alleviation in the same year. In 2018, 3 returning poor households were lifted out of poverty. So far, Tunba Town has reduced poverty in 60 households with 231 people. The Tunba town government has always firmly grasped the key link of precise policy implementation, accurately grasped the poverty alleviation strategy, adhered to one household, one policy, and precise implementation of policies to achieve real poverty alleviation and real poverty alleviation. Establish and improve the paired assistance mechanism for cadres to form a one-to-one, many-to-one, point-to-point, continuous line and non-decoupling assistance model.

5.3 Establish Four Mechanisms to Help Cooperatives Develop and Grow

In 2017, Tunba Town took the lead in establishing the "Four Mechanisms" in Nimtunba Tibetan Incense Pure Land Industry Co., Ltd. (leading by cadres, driven by technology, managed by capable people, and mainly poor households). "Two full coverage" (full coverage of poor households and

households at the edge of life difficulties, full coverage of the 17% annual sustainable and stable income increase standard) and "two 90%" (90% of the members of the cooperative are poor households, and 90% of the profit of the cooperative is the dividend of the poor households) standard, Specifically adopt the business model of "village branch" + "company" + "cooperative" + "poor households" + "farmers" to develop and expand cooperatives and drive poor households to increase their incomes and become rich. Later, with the help of Nimu tunba Tibetan Incense Pure Land Industry Co., Ltd.'s successful experience in establishing the "four mechanisms", the four mechanisms of cadre leadership, technology drive, capable people management, and poverty-stricken households were gradually established in other cooperatives in Tunba Town. It has been promoted in the cooperative, and at the same time, it has been clarified that the leaders of the cooperatives shall be the general persons in charge of the cooperatives, and gradually implement the "two 90%" and "two full coverage" proposed by the Nimu County Party Committee and County Government in place, and strive for more people to have Poor people who are capable and willing can find employment in cooperatives.

6. Conclusions

Tunba Town, Nimu County, Tibet, under the guidance of the socialist ideology with Chinese characteristics in the new era, relying on its unique geographical location and resource advantages, based on reality, has developed the Tibetan incense industry into a local characteristic industry and pillar industry, and on the basis of protecting the ecology, transforming resource advantages into economic advantages, leading local poor households to get rid of poverty and becoming rich. In just 5 years, he led local poor households to get rid of poverty and became rich, created a world-renowned miracle of poverty alleviation, established channels and mechanisms for linking Tibet to the world economy, Contributed to Tibet's poverty alleviation and high-quality development of the Tibetan economy. Tunba Town's experience in promoting poverty alleviation with ethnic characteristic industries is worth summarizing and learning, and providing ideas and references for other impoverished areas in our country. This is also the significance of this study.

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