

Construction of Poverty Alleviation Mode in e-Commerce under the Internet Plus Background

Chunyue Xiao

Shenyang Polytechnic College, Shenyang, Liaoning, China
ryzz_9999@163.com

ABSTRACT. Since Premier Li Keqiang first put forward the concept of “Internet plus” in 2015, Internet technology is constantly integrating with traditional industries, including agricultural production. With the gradual popularization of e-commerce application technology in China, it provides more methods and directions for rural poverty alleviation. At present, the road of e-commerce poverty alleviation is still in its infancy. How to give full play to the advantages of the Internet to help develop the rural economy is a problem we need to seriously consider. Based on this, this article will analyze the construction of e-commerce poverty alleviation mode under the Internet plus background.

KEYWORDS: E-commerce, Internet plus, Poverty alleviation model construction

1. Introduction

At present, there are many problems in the rural areas of China, such as decentralized production and management, weak competitiveness of products, many circulation links and high transaction costs. The development of e-commerce in rural areas helps to solve the current situation of poor farmers, underdeveloped agriculture and backward rural areas. In the development of e-commerce rural poverty alleviation work, it is not only of theoretical value, but also of practical significance to explore the construction of e-commerce rural poverty alleviation mode.

2. The Positive Role of e-Commerce in Helping the Poor under the Internet Plus Background

2.1 Promoting the Return of Rural Labor Force

Attracting and promoting a large number of rural labor returning to their hometown will help greatly the development of rural economy, and at the same time, it will also achieve a significant increase in the income of households. This is the biggest role of e-commerce in the context of Internet plus poverty alleviation. From the perspective of the overall rural industrial structure, the arrival of e-commerce provides farmers with a large number of jobs, and directly affects the expansion and development of product marketing channels, as well as the interconnection of related industrial chains. In addition, the e-business mode under Internet plus background is also helpful to the establishment of rural family businesses. It can also be considered that the family business concept and customs are more conducive to the advantage of product marketing under the e-commerce mode. For example, fathers can plant all kinds of agricultural products at home, sons are responsible for product promotion and development of export channels with the help of network resources, daughters can be responsible for relevant consulting services and troubleshooting, brothers and sisters are responsible for the construction and management of agricultural parks, and brothers' children are responsible for developing various tourism projects and building or improving housing and accommodation For tourists to use.

2.2 Government's Support and Help to Rural Economic Development

In any case, the Internet plus e-commerce mode can be very small. The projects and resources involved depend on the type of project developed. However, in any case, the combination of e-commerce mode and rural agricultural production and marketing is mutually beneficial and win-win, because the local government has strong support behind them.

In the early stage of the project implementation, due to the restrictions of human resources, material resources,

knowledge structure and funds, the operation effect and farmers' income will not be obvious, and even the phenomenon that the investment is greater than the return will occur. However, with the introduction of relevant Poverty Alleviation Policies and the intervention of the government, all resource problems involved in the development and operation of projects will be solved, because the effective play of government functions is the best promotion and publicity. For example, the implementation of these e-commerce poverty alleviation measures will also help attract more businesses and enterprises.^[1]

3. The Main Mode of e-Commerce Poverty Alleviation

In recent years, with the joint efforts of our government and people, we have fully integrated the Internet plus e-commerce with the rural poverty alleviation through continuous attempts and innovations, and have developed several mature models.

3.1 Cluster Development Mode of “Taobao Village”

With the rapid development of e-commerce, the first batch of specialized “Taobao villages” have been formed in the southeast coastal areas of China, such as Guangdong, Fujian, Zhejiang, Jiangsu and other cities. From three “Taobao villages” in 2009 to 4310 “Taobao villages” in 2019, it has achieved a leap from quantity to quality in a short period of 10 years.

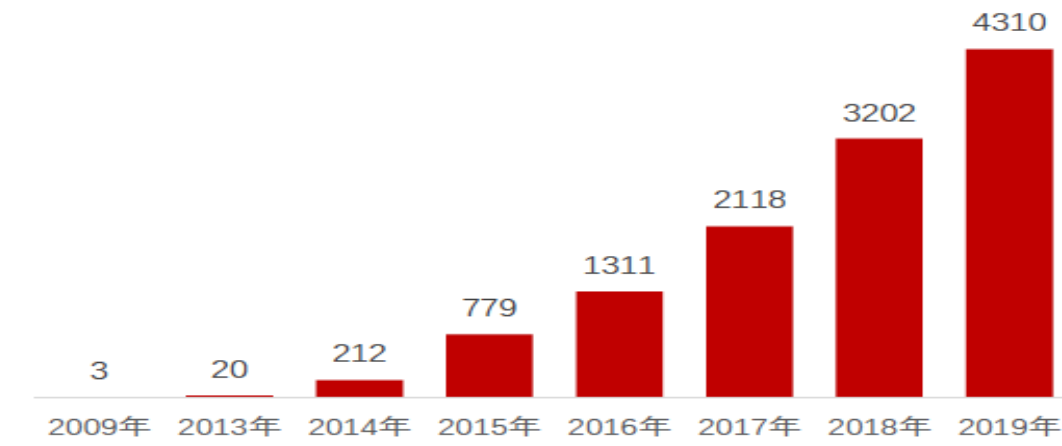


Fig.1 Table of the Number Growth of “Taobao Villages” from 2009 to 2019

With the continuous expansion of the coverage area, the cluster development mode of “Taobao village” has gradually formed. By the end of last year, the number of “Taobao village” clusters has reached 95; the number of large-scale “Taobao village” clusters has reached 33; the number of super large “Taobao village” clusters has reached 7, which provides favorable support for the sustainable development of rural poverty alleviation.

From 2009 to 2019, the development of Taobao village can be divided into three periods: germination period, diffusion period and outbreak period. The emergence and development of “Taobao village” cluster is concentrated in the diffusion period, which is the embodiment of wealth effect before. Under the support and guidance of the government, the scale of rural industry has been comprehensively and rapidly expanded.

3.2 Mode of Rural e-Commerce Industrial Park

Rural e-commerce Industrial Park is a modern industrial model based on the development of modern e-commerce technology. Its purpose is to integrate and optimize the overall rural industrial chain, and gradually form a professional industrial park with rural e-commerce as the main line of industrial economic development. Its role is to effectively centralize the original relatively discrete individual e-commerce together and realize the cluster effect. At present, the scale of benefit has been enlarged. Of course, the construction of rural e-commerce Industrial Park is also inseparable from the supply of relevant equipment and technical support, such as project design and R & D, logistics and transportation management, application of information software and development of information access channels, etc.,

which need the support and sponsorship of the local and central government.^[2]

4. Construction of Poverty Alleviation Mode in e-Commerce under the Internet Plus Background

Through immutable and frozen analysis, we know that e-commerce is a popular and effective way to help the poor in the current age. But the construction of the model is not static. It needs to change accordingly. Therefore, the electronic commerce poverty alleviation model under the Internet plus background has produced many kinds of construction plans.

4.1 Construction of Four in One Mode

The two e-commerce modes mentioned above belong to the Trinity Mode of “government + enterprise + farmer”. The “four in one” mode is to add the element of “school” on the basis of the Trinity, that is, the talents help the rural poverty alleviation projects. From the functional attributes of each element, they provide “policy”, “knowledge”, “resources” and “source of goods” for the development and construction of rural e-commerce; from the perspective of industrial energy flow, the four in one model can be regarded as a closed circular structure, and each part can make the operation of rural e-commerce become better through close cooperation while giving full play to their respective advantages. With high efficiency and fluency, the process of poverty alleviation in rural areas has been greatly shortened.

The functions of the government are mainly reflected in the promulgation of corresponding policies, the improvement of the feasibility of project implementation, the leading role in poverty alleviation and the full mobilization of the enthusiasm of the labor force.

The function of the school is mainly reflected in providing rigorous theoretical knowledge and professional talents for the poverty alleviation work and the development and construction of e-commerce, and leading farmers to find and realize the methods of poverty alleviation and prosperity.

The function of the enterprise is mainly reflected in providing abundant material resources and financial support for the poverty alleviation of e-commerce, and making use of the enterprise's good reputation and network advantages to “build bridges and pave the way” for farmers to get rid of poverty and become rich.^[3]

4.2 The Mode Construction of Four Dimensional Integration

The “four dimensional integration” mentioned here includes: administration, culture, tourism and agriculture, which is to construct the poverty alleviation mode of e-commerce from the perspective of industry attributes. As we all know, tourism is closely related to the development of rural economy. The construction of rural tourist attractions with strong local flavor can attract more tourists to come for consumption. If we want to make the development of rural tourism better, we must add cultural elements. China is a big family with 56 nationalities. Integrating their national culture into the construction of e-commerce poverty alleviation mode can not only prosper the development of tourism itself and promote local culture, but also feed back the production and development of agriculture, thus bringing more benefits to farmers.

5. Conclusion

As for the construction of the poverty alleviation model of e-commerce under the Internet plus background, we need to focus on the innovation of mode building because of the relatively mature successful cases. From multiple perspectives, effective application elements can be reasonably added, and then the advantages and values of the new model can be brought into full play through scientific integration, so as to provide rich choices for helping to achieve “poverty alleviation”.

References

- [1] Wu Bo. Analysis of the poverty alleviation mode of e-commerce under the background of “Internet plus”. *rural economy and technology*, Vol.30, No.18, pp.56-57, 2019.
- [2] Hou Chun Jun. Research on the poverty alleviation mode of e-commerce under the background of “Internet plus”. *shopping malls modernization*, No.14, pp.87-88, 2019.
- [3] Yin QiangGuo. Research on the precise poverty alleviation mode of e-commerce under the background of “Internet

plus". curriculum education research, No.31, pp.26, 2017.