ISSN 2706-6827 Vol. 3, Issue 15: 50-59, DOI: 10.25236/IJFS.2021.031506

E-commerce on Targeted Poverty Alleviation in Solid Waste Management under Sustainable Environment

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Abstract: *As a new mode and new direction of targeted poverty alleviation, e-commerce poverty alleviation has entered the poverty-stricken areas. It has realized that farmers face the market directly and opened a way for high-quality agricultural products to go out of the countryside, It is possible for the improvement of farmers' living standard, and the comprehensive utilization of solid waste can guarantee the sustainable development of economy, environment and society. This paper mainly uses the methods of literature research, interdisciplinary analysis and questionnaire survey. Firstly, it introduces the basic situation of a city. Secondly, it introduces the current situation of e-commerce poverty alleviation in a city from the perspective of policy system, helping agriculture out of poverty, infrastructure and supporting service facilities, This paper systematically analyzes the current situation of e-commerce poverty alleviation and the effectiveness of e-commerce poverty alleviation, and finds out the following problems: the leadership mechanism and policy system of e-commerce are not perfect, and the enthusiasm and degree of farmers to use e-commerce are low; then, the paper analyzes that the solid waste management in a city is still insufficient, which hinders the sustainable development of e-commerce poverty alleviation. The results of this study show that: the publicity of e-commerce targeted poverty alleviation work is not in place, many farmers do not understand e-commerce poverty alleviation, which leads to the local e-commerce poverty alleviation work is not carried out well, and the enthusiasm of farmers to use e-commerce is not high. The construction of infrastructure and supporting service facilities has not been fully covered, only 38% of the farmers think that the road construction is OK, and the broadband network coverage can not achieve home network. Only 83.8% of the rural solid waste can be utilized comprehensively, and 16.2% of the solid waste can not be used, which causes environmental pollution and hinders the sustainable development of e-commerce targeted poverty alleviation.*

Keywords: *Targeted Poverty Alleviation, Electronic Commerce, Sustainable Development, Environmental Protection, Solid Waste Management*

1. Introduction

Poverty is a problem that has existed since ancient times, and it is also a challenge faced by countries all over the world. With the rapid economic development after China's reform and opening up, the poverty problem also plagues China. In order to carry out scientific and reasonable anti-poverty, the CPC Central Committee has put forward the measures of "targeted poverty alleviation" fundamentally in combination with China's reality. Through scientific and effective ways of poverty alleviation, this is in line with the idea of sustainable development that has always been upheld in China. Moreover, according to different poverty-stricken areas and villages, and different conditions of poor households, the Party Central Committee has implemented the policy of adjusting measures to local conditions, Through targeted and specific management, we can also make the policy implement to the reality, find the individuality in the generality, and formulate the policy according to the different characteristics of different regions under the background of poverty alleviation, so as to realize the anti-poverty fundamentally.

Targeted poverty alleviation is development-oriented poverty alleviation, that is, all aspects of poverty alleviation should be precise and meticulous [1-2]. Li discusses how the targeted poverty alleviation policy is implemented. Investigate people's voices, implementation challenges, and impact on policy development and improvement [3-4]. Sasmal studies the impact of public spending on economic growth and poverty alleviation in developing countries such as India. If poverty and inequality are serious, the government may adopt distribution policies at the cost of long-term growth. Distribution policies and poverty alleviation measures have not been successful due to the lack of good

ISSN 2706-6827 Vol. 3, Issue 15: 50-59, DOI: 10.25236/IJFS.2021.031506

governance, lack of proper targeting and problems in the implementation of these plans. On the other hand, if the nature of public spending increases per capita income, it helps to reduce poverty [5-6]. Toindepi studies the establishment of best practice models for microfinance poverty alleviation, the development of parallel thinking and independent best practice models, and the establishment of a strong foundation for effective participation in each method [7-8]. Njoya research uses dynamic, micro simulation computable general equilibrium model to investigate the argument that tourism development in Kenya can be an engine of poverty reduction. Njoya improved the general practice in the literature, using a more comprehensive Forster Grier Sobek index to measure poverty, rather than merely measuring poverty by population proportion. The simulation results of previous studies confirm that the expansion of tourism will make the income of different sectors uneven, and will only slightly improve the poor population [9-10]. Shaikh's research puts forward a feasible model, which can use the Islamic equity financing model to improve the promotion and realization scale of microfinance. The use of equity financing will help Islamic financial industry develop towards equality, and the actual implementation of this model will help to reduce poverty in Muslim majority countries [11-12]. Using a unique natural experiment and detailed anthropometric and dietary data collected by subsistence based rural communities in the Amazon, piperata analyzed the impact of this key policy on the programme objectives of the rural poor. Data from the piperata study suggest that there is an urgent need for more detailed studies of this policy and similar policie [13-14].

E-commerce is a kind of business activity with information network technology as the means and commodity exchange as the center [15-16]. Since most of social business users are e-commerce users, Chen studies whether trust in e-commerce can be transferred to social commerce, and what factors affect trust and social business trust performance. Taking 449 users with online shopping experience as samples [17-18]. Zhao proposed a weight based project recommendation method, which provides a balance formula between recommendation accuracy and computational complexity. This method uses a newly defined distance to describe the relationship between users and projects, and then develops recommendation and prediction algorithms [19-20]. The main purpose of Fatima research is to explore the latest academic research trends of e-commerce in China through digital library, a university digital resource. To capture these latest academic trends, Fatima conducted bibliometric studies and collected data from digital libraries over the past six years [21-22]. Karch believes that national policies affect the specific choices that state officials consider, the language they use, and the inconsistent model of CO sponsorship of bills. State government initiatives provide a "learning opportunity" for national legislators [23-24]. In order to increase the adoption of mobile commerce by consumers in developing countries such as Jordan, Al Adwan has developed an intention model for consumers to shift from traditional e-commerce to mobile commerce [25].

This paper first defines the concepts of targeted poverty alleviation, e-commerce, sustainable development, and puts forward the connotation of e-commerce poverty alleviation and the connotation of sustainable development, which paves the way for the following research. Then it describes the current situation of e-commerce poverty alleviation in a city, mainly from the popularity of e-commerce in the region, the construction of infrastructure and the achievements achieved in recent years. From the current development situation, the main problems of e-commerce poverty alleviation in a city are the lack of e-commerce related talents and logistics development lag. It is pointed out that to solve the problems related to e-commerce poverty alleviation in the region, it is necessary to increase the construction of local talent team, improve the application level of e-commerce, and create a brand with distinctive competitiveness, Efforts should be made to promote the integration of e-commerce poverty alleviation and government led poverty alleviation. The sustainable development of e-commerce poverty alleviation is inseparable from solid waste management. Finally, the utilization and conversion rate of crops in a city is not high, and solid waste management needs to be improved.

2. Solid Waste Management, E-commerce and Targeted Poverty Alleviation in a Sustainable Environment

2.1 Targeted Poverty Alleviation

Targeted poverty alleviation refers to the use of scientific and effective procedures and methods to implement accurate identification, precise assistance and precise management for poor households in different environments and poverty levels. Targeted poverty alleviation is relative to extensive poverty alleviation. Generally speaking, the target of targeted poverty alleviation is the poor people, and this policy is only aimed at poor households. Some scholars believe that targeted Poverty Alleviation

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Policies and measures should be targeted at the real poor families and residents, and targeted help should be provided to the poor through precise management, so as to fundamentally eliminate various factors leading to poverty, so as to achieve the goal of sustainable poverty alleviation. This means that the current targeted poverty alleviation policy is not "flood irrigation", but "precision drip irrigation".

The development of targeted poverty alleviation can accelerate the overall process of a well-off society. Poverty alleviation has always been the focus of the party and the government, and has been placed in a strategic position of priority support by the state. Since the 18th National Congress of the Communist Party of China (CPC), the state has continuously enhanced its support for poverty-stricken areas and strived to narrow the gap between poverty-stricken areas and developed areas. In order to further understand the development and poverty alleviation in rural areas of China, the leaders of the party and the state went into the grass-roots unit and personally helped to help the poor. General Secretary Xi Jinping put forward the idea of "precision poverty alleviation" first, and pointed out the clear direction and theoretical guidance for the party and the government in helping the poor. At present, China is in the key period of building a well-off society in an all-round way, and poverty alleviation is the top priority. To a certain extent, the difficulty of building a well-off society in an all-round way lies in the poverty alleviation of the rural remote areas. If the rural areas have not been built into a well-off society, there will be no comprehensive construction of a well-off society. Therefore, there is an inevitable link between building a well-off society in an all-round way and targeted poverty alleviation. Only by implementing targeted poverty alleviation can the truly poor people get tangible benefits in the poverty alleviation policy and get rid of poverty, and lay a solid foundation for building a well-off society in an all-round way. The essence of socialism is to emancipate the productive forces, develop the productive forces, eliminate exploitation, eliminate polarization, and finally achieve common prosperity.

At present, many people in remote rural areas are still in poverty. Relying on the poverty alleviation policy of "spreading the net" can not fundamentally lift them out of poverty. Some poor people do not enjoy the preferential policies of the state, and many poor households even have the phenomenon of getting rid of poverty and returning to poverty. After the implementation of targeted poverty alleviation, the poverty alleviation objects have accurate subjects, and through the establishment of files and card records, the support objects are clear at a glance. Poverty alleviation projects are no longer unified, but targeted. Combined with the causes of poor households, take corresponding poverty alleviation measures and formulate poverty alleviation goals. Through the national poverty alleviation information network system, we can track the poverty alleviation situation of poor households, and realize the concretization and effect visualization of poverty alleviation work. Therefore, the poor people can enjoy the national poverty alleviation policy and realize "true poverty alleviation". Some livelihood issues that people care about, such as the difficulty of seeing a doctor, going to school and housing, can be improved and solved through precise measures, so that the poor can enjoy basic medical care, basic pension, education, housing and rehabilitation services, so as to get rid of poverty as soon as possible and realize common prosperity. The development of targeted poverty alleviation can reflect the connotation of people's livelihood. Targeted poverty alleviation requires party members and cadres to go deep into the grass-roots level, understand the real needs of the poor people, care about the poor people, and carry out poverty alleviation work wholeheartedly. For the poor people, we should first take the initiative to communicate with them, exchange their thinking, consider problems from the perspective of the people in need, solve the problems they are facing in time, and give them warmth in work and life, so that poverty alleviation work can be carried out in a targeted way, and their basic living needs can be guaranteed, so that they can feel the care of the party and the government for them, The precise poverty alleviation just reflects the connotation that the government always pays attention to people's livelihood.

2.2 Electronic Commerce

As an emerging economic model, e-commerce is considered by OECD as a commercial transaction between businesses and between businesses and consumers on the open Internet. The Committee on global information infrastructure (GII) believes that e-commerce is an economic activity that takes electronic communication as a means, In this way, people can publicize, purchase and settle accounts for products and services with economic value. In the public view, e-commerce is more equivalent to a website or e-commerce platform. In fact, to a certain extent, it compresses the connotation and extension of e-commerce. E-commerce can not only realize the basic functions of publicity and marketing and business negotiation, but also realize the information management of data sharing in the aspects of enterprise customer relationship, commodity inventory, financial system and operation

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structure.

In academic circles, e-commerce is divided into broad sense and narrow sense. In a broad sense, e-commerce refers to economic organizations in various industries that use Internet technology to carry out e-commerce, e-government, e-medicine and other activities; in a narrow sense, e-commerce mainly refers to the use of e-commerce to conduct online transactions to solve the information flow and business flow encountered in the process of commodity trading, Capital flow and logistics.

The basic development models of e-commerce include: B2C mode, business to consumer; B2B mode, business to business; C2C mode, consumer to consumer. All kinds of business activities between enterprises and consumers through the Internet. Enterprises put their own product resources on the Internet, and contain the detailed information of the goods for consumers to check. Once consumers like the goods, they can choose to buy them and participate in relevant economic transactions. In essence, this mode is to make the traditional retail business network electronic, so that people can buy the goods and services they want without leaving home. B2C model is the earliest e-commerce model derived from the rise of the Internet, and it is also a model used more frequently in retail industry. The generalized B2B mode refers to all the e-commerce activities between enterprises. The main body involved is no longer an individual, through the Internet, enterprises establish a certain marketing relationship, to achieve the whole business process. The generalized C2C mode refers to the online transaction between the buyer and the seller through the third-party e-commerce platform, but both parties are individuals, that is, individual to individual. The seller publishes the goods to be auctioned on the website, and the buyer chooses the goods he wants on the website. (4) B282c mode, business to consumer. This mode is established on the basis of B2B and B2C mode. Through e-commerce, enterprises establish their own logistics system and provide consistent services.

2.3 Solid Waste Management in a Sustainable Environment

Solid waste refers to the solid, semi-solid and gaseous articles and substances in containers that have lost their original use value or have not lost their use value but are abandoned or abandoned, as well as the articles and substances that are included in the management of solid waste according to laws and administrative regulations. According to the source of production and the degree of harm to the environment, solid waste can be divided into three categories: industrial solid waste, hazardous waste and domestic waste. The whole process of solid waste management includes generation, collection, classification, transfer, transportation, storage and multiple reuse. Finally, the part that can not be reused will be treated harmlessly. Solid waste management in developed countries has the following four characteristics. First, legislation is in advance. Most of the developed countries in Europe and the United States have set up special legal systems for the supervision and management of solid waste and hazardous waste; second, the establishment of corresponding supporting systems for solid waste management, such as the whole process tracking system, pollution control system and disposal and operation license system of solid waste from generation to final disposal; The third is to formulate detailed and perfect guidelines, standards and specifications for the generation, storage, transfer and transportation, recycling and disposal according to the solid waste management; the fourth is to strengthen the operation supervision of solid waste storage, transportation and treatment facilities. The harm of solid waste includes: destroy the atmospheric environment, destroy the water environment, destroy the soil environment, endanger human health and so on.

Sustainable development is to rely on the progress of science and technology, save resources and energy, reduce waste discharge, implement clean production and civilized consumption, strengthen management, implement the coordinated development of economy, society, resources and environment, and achieve the maximum economic and social benefits under the conditions of reasonable and sustainable utilization and protection of resources and environment. Sustainable development is a strategy and mode of human long-term development proposed from the perspective of environment and natural resources. It focuses on the long-term environmental carrying capacity, which makes environmental protection an important part of sustainable development strategy. Therefore, sustainable development and environmental protection are inseparable. In order to achieve sustainable development, it is necessary to maintain and improve the natural environment for human survival and development. Due to the accelerating pace of human development and transformation of nature, economic activities will produce some by-products while providing people with products they need. Limited to economic and technical conditions, these by-products can not be used and discharged into the environment and become waste. The process of environmental self purification or environmental capacity is the process of cleaning, diluting and transforming these wastes through various physical, chemical, biochemical and biological reactions. If the environment does not have this self purification

ISSN 2706-6827 Vol. 3, Issue 15: 50-59, DOI: 10.25236/IJFS.2021.031506

function, the whole world has been filled with waste for thousands of years, and human beings will not be able to survive.

However, the environmental capacity is also limited. A large amount of waste is discharged into the environment every year. After these wastes enter the environment, some of them can exist stably for hundreds of years, which makes the global environment change significantly. At the same time, it takes time to replenish, regenerate and increase the value of natural resources. Once the limit is exceeded, it is very difficult to recover, sometimes even irreversible. Therefore, waste recycling is an important part of the implementation of sustainable development strategy, which has a direct relationship with the core issues of sustainable development economic development, sustainable utilization of resources and environmental protection. To promote the recycling of waste, strengthening the guidance and regulation of laws and regulations is an essential and important means. Therefore, we should carry out the concept of sustainable development in the legislation of solid waste, emphasize the development of economy within the bearing capacity of the environment, reduce the amount of waste to the minimum when using natural resources, recycle all kinds of wastes to the maximum extent in production, and require the final treatment of waste to be compatible with the environment to maintain the integrity of the ecosystem.

3. Experiments Materials and Result analysis

3.1 Research Object

There are 4 national poverty counties and 5 provincial poverty counties in a city, of which 3 counties are listed as provincial deep poverty counties. There are 348 poverty-stricken villages in the city, of which 33 are listed as provincial-level deep poverty-stricken villages. There are 203300 rural poverty-stricken households and 511200 people, accounting for 5.57% of the registered population in the city, and the scale of poverty-stricken population accounts for about one fourth of the province. According to the attributes of poor households, 279600 ordinary poor households, 194600 poverty-stricken households with minimum living allowances and 35700 poverty-stricken households with five guarantees.

3.2 Research Methods

The questionnaire design mainly includes the group characteristics of poor farmers, infrastructure of rural e-commerce operation, relevant market environment and demand, and the measures taken by the government to help the poor by e-commerce. The whole questionnaire is divided into three parts and 18 questions: the first part is the description of the questionnaire to clarify the identity and purpose of the investigator, so as to avoid being hindered in the survey; the second part is about the basic information of poor farmers, such as gender, age, education level, living environment, etc.; the third part is about the operation characteristics and related needs of rural e-commerce, Such as warehousing and logistics situation, network situation, various needs and difficulties of e-commerce development. A total of 200 questionnaires were distributed in this survey, and 168 questionnaires were successfully recovered with a recovery rate of 84%.

3.3 Analysis of Policy System Construction

The data obtained from the questionnaire survey can analyze the cognition of the survey samples on e-commerce poverty alleviation. It can be seen that 51.8% of the respondents do not understand, but have not heard of it; 35.1% of them have heard of it, more than one third of them have heard of it; 10.7% of them are familiar with the Poverty Alleviation Policies of e-commerce, and 2.4% of them are very familiar with and actively participate in e-commerce poverty alleviation, These two items add up to less than 15%. The understanding of e-commerce poverty alleviation is shown in Table 1.

Table 1: E-commerce Poverty Alleviation Understanding

Learn Degree	Number of Samples	Proportion
Don't Understand Never Heard of	87	51.8%
Heard About it. Do not Know Much	59	35.1%
More Familiar Too Little Understanding of E-commerce Poverty Alleviation	18	10.7%

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Policies Very Familiar Actively Participate in E-commerce Poverty Alleviation	4	2.4%

From the above data, we can see that half of the respondents do not know about e-commerce poverty alleviation, more than one third of them know little about e-commerce poverty alleviation, and only a few people have a comprehensive understanding of e-commerce poverty alleviation. This shows that most farmers do not understand the poverty alleviation of e-commerce, and they have no idea what e-commerce poverty alleviation is, let alone participate in the process of e-commerce poverty alleviation. In addition to those who have no knowledge of e-commerce poverty alleviation, we also counted the ways of understanding the poverty alleviation of the remaining samples. We can see that "network information", "TV media" and "friends and relatives" are the main ways to understand the poverty alleviation of e-commerce, accounting for 51.12%, 40.92% and 30.71% of the samples respectively. "Policy document", "notice and announcement", "propaganda poster", "propaganda slogan" and "newspaper news" accounted for 22.55%, 26.63%, 26.63%, 26.63% and 24.59% respectively. The ways to understand poverty alleviation through e-commerce are shown in Figure 1.

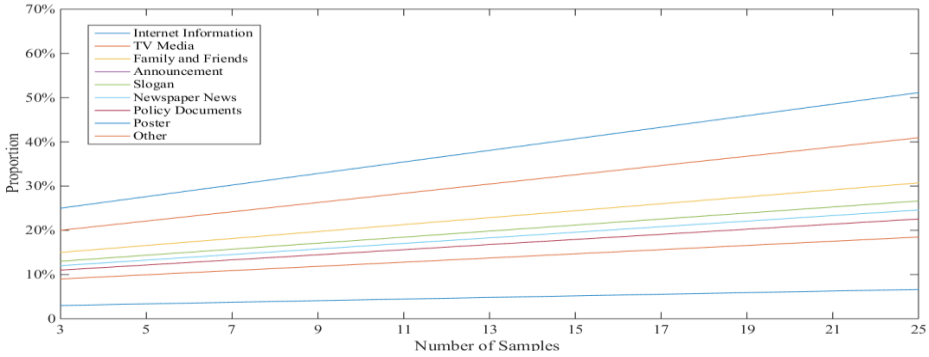

Figure 1: Ways to Understand E-commerce Poverty Alleviation

The above data reflect that a small number of people know about e-commerce poverty alleviation through policy documents, notices, posters, slogans and newspaper news. It is necessary to increase the investment of talents, funds and energy, strengthen the planning and overall planning function of the leadership mechanism, and improve and improve the policy system of e-commerce poverty alleviation. The e-commerce poverty alleviation leading group established by the main leaders of the county Party committee and the county government has the leadership core needed by e-commerce poverty alleviation in form, but it is difficult to play the basic role of planning, overall planning, guidance and guidance required by e-commerce poverty alleviation in terms of function.

3.4 Analysis of Infrastructure and Supporting Service Facilities Construction

Infrastructure construction has been improved to a certain extent with the continuous increase of financial investment. The roads between villages and villages have been basically realized, and the broadband access to villages and towns has been fully covered. However, there are still some problems such as too long mileage, too many curved roads, too narrow road surface, steep slope and so on; the network broadband of remote towns and most rural areas has the status of too difficult coverage, poor signal, low network speed and high cost. According to the survey and statistics on the evaluation of highway construction, 38% think the highway construction is OK, 28% think the highway construction is poor, 18% think the highway construction is OK, and 16% think the highway construction is very poor. The evaluation of highway construction is shown in Table 2.

Table 2: Evaluation of highway construction

Evaluation Type	Number of Samples	Proportion
Very Bad	16	16%
Poor	28	28%
It 's not Bad	38	38%
Sure	18	18%

According to the survey and statistics of broadband network coverage, "a few families install broadband" ranked first, accounting for 37%; broadband network not reaching the village ranked second, accounting for 27%; most families installed broadband ranked third, accounting for 20%; half of the families installed broadband ranked fourth, accounting for 10%; all households installed

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broadband ranked last, accounting for 6%; Overall, it reflects that the broadband network coverage is good. The broadband network coverage is shown in Figure 2.

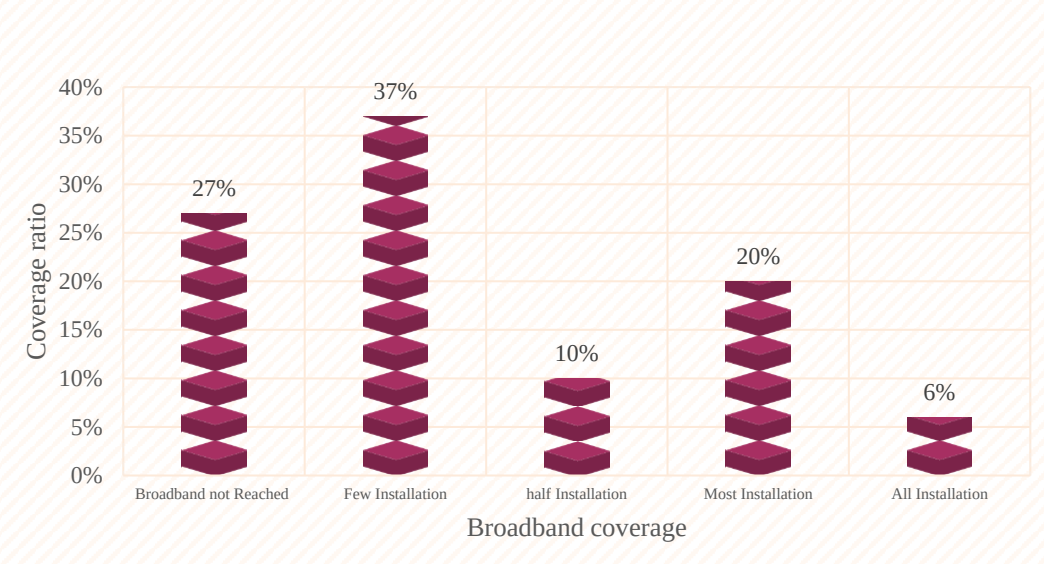

Figure 2: Broadband network coverage in administrative villages

From the above data, it can be seen that the road construction has not yet achieved village to household, and the broadband network has not been fully covered, which has hindered the poverty alleviation work of e-commerce. E-commerce poverty alleviation needs a good e-commerce environment, which needs complete and high-quality supporting service facilities. In order to ensure the smooth development of e-commerce poverty alleviation work and improve the efficiency of e-commerce poverty alleviation, we must speed up the construction of corresponding e-commerce supporting service facilities. Logistics service is one of the important factors that affect the development of rural e-commerce. Hardware construction is very important to improve logistics service. Network infrastructure is the key to farmers' network access and network popularization in rural areas. The development of e-commerce needs the Internet, and the Internet needs the support of network infrastructure, such as broadband network, 3G and 4G network.

3.5 Analysis on the Construction of Helping Agriculture out of Poverty

In the impact of rural e-commerce on income and daily life, 52% of people think that rural e-commerce has no impact on income, 21% think it has a little impact, 18% think it has a greater impact, only 9% think it has a great impact. 32% of people think that rural areas have no impact on their daily life, 27% think it has a little impact, 32% think it has a greater impact, and only 9% think it has a great impact. The impact of rural e-commerce on income and daily life is shown in Figure 3.

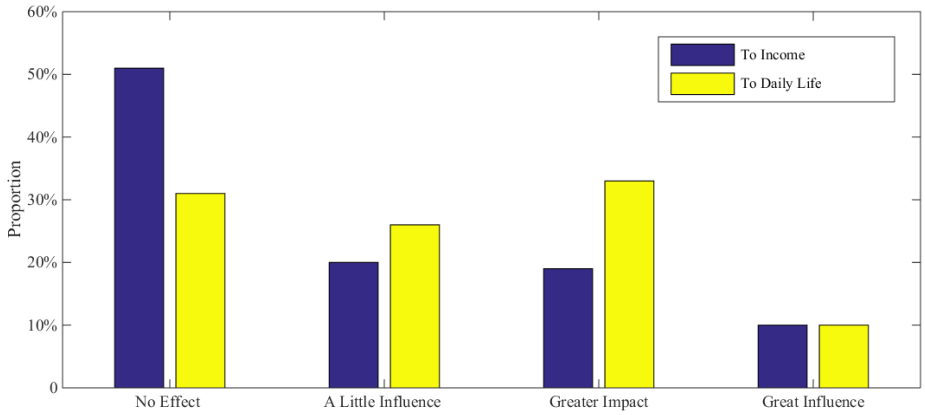

Figure 3 .Impact of Rural E-commerce on Income and Daily Life

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It can be seen from the data that most farmers think that e-commerce has no impact on their income and life. The main reason is that they have not actively participated in the targeted poverty alleviation of e-commerce. The low economic ability affects the enthusiasm of the farmers to use e-commerce; at the same time, the ideology also affects the enthusiasm of the farmers to use e-commerce. From family background, rural social environment and agriculture

Under the influence of multiple factors such as village education environment, the rural young farmers' ideological consciousness has the dual characteristics of passivity and initiative. Under the influence of urban culture, they have a higher willingness to use e-commerce, but they do not have the ability to make full use of e-commerce.

3.6 Poverty Alleviation Analysis of E-commerce in Sustainable Environment

In order to pursue greater economic interests, the people's demand for natural resources is increasing, and the contradiction with the carrying capacity of the natural environment is deepening. Finally, the carrying capacity of the environment is exceeded, resulting in a vicious circle of more reclamation and poverty. The result is that the ecological environment is constantly destroyed, which leads to the deterioration of people's production and living environment, and the difficulty of the masses to get rid of poverty is increasing. The theoretical amount of straw resources of main crops (excluding vegetables, fruits, etc.) is 3.964 million tons, the collectable resources are 3.546 million tons, the utilized straw amount is 3.326 million tons, and the comprehensive utilization rate of straw is 83.8%, of which the utilization amount of fodder is 2.024 million tons, accounting for 51.2% of the total straw resources; the amount of straw in the industrial utilization area is 822000 tons, accounting for 20.6% of the total straw resources; The utilization amount of energy utilization is 352000 tons, accounting for 8.7% of the total straw resources; the fertilizer utilization amount is 113000 tons, accounting for 2.9% of the total straw resources; the utilization amount of biological transformation as edible fungus culture medium is 21000 tons, accounting for 0.6% of the total straw resources. In terms of the composition of straw resources, the straw resources that can be collected are: corn stalk is 1.907 million tons, accounting for 46.2% of the total amount; straw is 615000 tons, accounting for 14.8%; wheat straw is 427000 tons, accounting for 10.3%; vegetables, potatoes, melons and fruits are 457000 tons, 208000 tons and 163000 tons, accounting for 11.2%, 5.2% and 3.8% respectively. The amount of crop straw resources and collectable resources are shown in Figure 4.

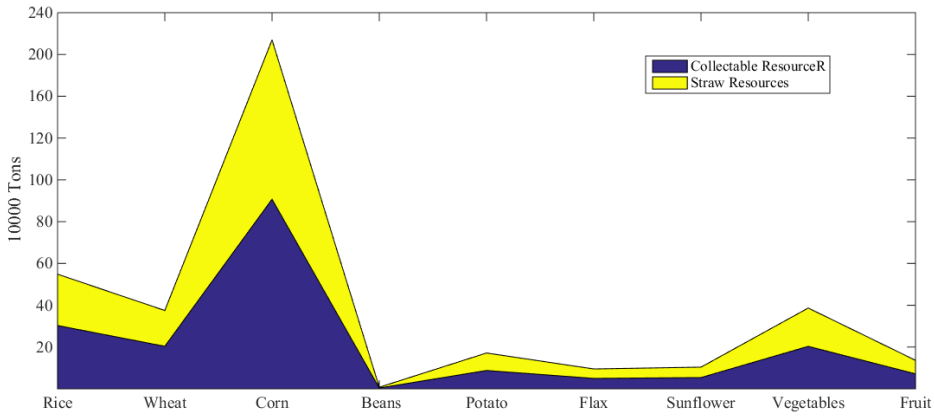

Figure 4: Crop Straw Resources and Collectable Resources

The data show that there is still room for further improvement and Optimization in the comprehensive utilization rate and utilization structure of straw resources in the whole region. Due to the shortage of human and livestock manure and straw returning to the field, the content of soil organic matter continues to decline, soil pollution and land impoverishment are serious, and the development of agriculture and rural economy is losing the advantages of resources and environment. Strengthening the disposal and comprehensive utilization of agricultural solid waste can effectively reduce the excessive consumption of biomass produced by agricultural production. It plays a positive role in preventing and controlling environmental pollution in agricultural and rural areas, promoting agricultural quality and efficiency, and effectively increasing farmers' income. It is also conducive to fundamentally changing the old and backward production and life style of farmers and promoting the sustainable development of agriculture. In the process of e-commerce poverty alleviation and development, we should take the

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road of sustainable development to realize the "double promotion" of poverty alleviation and ecology. We should take the road of harmonious development between man and nature, pay attention to the principle of sustainable development, realize the common development of poverty alleviation and ecology, instead of seeking development at the expense of environment.

5. Conclusions

This paper mainly studies: targeted poverty alleviation, e-commerce and solid waste management in sustainable environment. Through literature and questionnaire survey, this paper introduces the basic situation of a city, the current situation of e-commerce poverty alleviation and the comprehensive utilization of solid waste, and analyzes the existing problems of e-commerce poverty alleviation field. E-commerce has the advantages of convenience and cross-border, to effectively use and develop the advantages of e-commerce in poor areas. For different poor areas, we should give full play to the advantages of e-commerce in combination with local conditions, and comprehensively use various reasonable and effective poverty alleviation methods and methods to promote the development of poverty alleviation in this region.

The key of e-commerce poverty alleviation is to develop e-commerce at the same time of poverty alleviation, which makes poverty alleviation and e-commerce develop together. It effectively ensures that the poor people make rational and effective use of e-commerce, and effectively helps people to get rid of poverty and become rich. Based on the perspective of sustainable development, this paper puts forward targeted opinions from different aspects of poverty alleviation development planning, poverty alleviation objects, etc., so as to further enrich the theory of poverty alleviation and development, strive to realize the sustainable development of poverty alleviation and realize the sustainability of poverty alleviation effect, and gradually solve the poverty problem in rural areas fundamentally.

There are still some deficiencies in this paper: in terms of research, due to the subjectivity of the research object, the survey results will be biased; the summary of the theoretical practice of e-commerce poverty alleviation, the mechanism of action and security mechanism need further research and exploration. The research of this paper is relatively simple, not from more angles to carry out research on e-commerce targeted poverty alleviation. Efforts should be made from the following aspects in the future: strengthen the research on Poverty Alleviation Policies and theories, summarize practical experience, realize the combination of theory and practice, enhance the theoretical and operational research; further refine the poverty alleviation research.

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