

The Internal Causes and Realistic Directions of China's Relative Poverty Governance in the Post-well-off Era

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Abstract: *By the post-well-off era, the policies and governance of traditional poverty alleviation in China can not be confined solely to the relative poverty phenomenon, the targets and priorities of poverty alleviation, and realistic paths must have been changed in order to better promote common prosperity in the process of relative poverty governance. Therefore, in the process of poverty alleviation and governance, it is necessary to prevent the emergence of the difference between returning to poverty and new poverty, formulate a scientific and reasonable relative poverty governance mechanism, and continuously improve people's living standards.*

Keywords: *post-well-off era; relative poverty; governance causes; realistic directions*

1. Introduction

In a post-well-off society, China's poverty alleviation should focus on relatively poor areas. To manage relative poverty, it is necessary to fully grasp the internal causes of our country's current poverty alleviation policies. And then the alleviation should combine the development path of modern society to formulate the suitable poverty alleviation mechanism for relative poverty, promote the development of the poverty alleviation industry, prevent the return to poverty and new poverty, and promote the revitalization and development of rural areas, so as to expand the income channels of the relatively poor people and improve people's material living standards.

2. The internal causes of our country's relative poverty governance in the post-well-off era

2.1 Promote the high-quality development of our country's economy

In the past, the imagination of relative poverty was not paid much attention. The main reason was that the phased goals and plans in China focused on poor areas in the early well-off society. But in the post-well-off era, relative poverty will inevitably become the center of governance. Since 2020, the COVID-19 has hit China and abroad, but our country's economic growth is still positive, which means that the industry development trends in technological development, agricultural development, real economy, financial and other industries in China are good, and our country's economic development is good, so as to promote the development of our country's poverty alleviation program. To improve the quality of middle-income and help people seek higher-quality material levels, we must pay attention to the governance of relative poverty by improving the income level of the people, adjusting and perfecting the market mechanism, so more people can increase their income for expanding the middle-income group, the potential advantages of the population can be effectively used, and the high-quality development of our country's economy can be promoted.

2.2 Reduce the risk of returning to poverty and new poverty

Through effective treatment of relative poverty, we can effectively reduce the return to poverty, and new poverty which is caused by other risks and shocks. There are many factors that lead to poverty. For example, the transportation environment and public supporting facilities in the area cannot meet people's basic living needs. The weather conditions in remote areas are harsh and there is no industrial foundation. In addition, the area's public facilities and basic services have insufficient carrying capacity

and the levels of agricultural productivity is low. What's more, in the poverty alleviation policy, some low-income families have failed to establish a file and become one of the new poverty-stricken groups. In different regions, the low-income marginal families have not become the object of poverty alleviation, due to different poverty identification standards. Therefore, preventing low-income marginal families from becoming new poverty is also an important part of poverty alleviation in the post-well-off era.

3. The realistic direction of our country's relative poverty governance in the post-well-off era

3.1 Promote the development of poverty alleviation industries and increase the income of people

Based on years of experience in poverty alleviation, it is emphasized that the development of industries is the top priority of poverty alleviation. Only by promoting the development of poverty alleviation industries and increasing the income of the people can we better reduce the income gap, the gap between urban and rural areas, and realize the good hope of common prosperity. In the process of promoting the development of poverty alleviation industries, we must first formulate comprehensive poverty alleviation industrial policies, master market laws, make full use of local industrial advantages, and combine local industries that can drive the development of relatively poor people to develop high-end industries with local characteristics. Second, it is necessary to improve the layout of poverty alleviation industries, plan the construction of industrial parks, coordinate surrounding industries, conduct industrial alliances, and improve the core competitiveness of industries. In addition, it is necessary to focus on long-term stable development of industries to ensure that poverty alleviation industries can absorb the relatively poor people, so as to achieve long-term development. Finally, the development direction of the poverty alleviation industry can move closer to new industries such as smart agriculture, rural e-commerce, and self-media e-commerce, and expand the direction of agricultural development by promoting the integration of agriculture, health, pension, tourism and other industries, so as to give more value of agricultural products. By developing poverty alleviation industries and increasing the income of relatively poor human rights, the governance of relative poverty alleviation can be achieved [1].

3.2 Focus on groups with special difficulties and deeply impoverished areas

In the post-well-off era, the main content of relative poverty governance is groups in special difficulties and deeply impoverished areas. Only by solving the poverty problem in scattered areas can we effectively promote socialist construction. In the early stages of the poverty alleviation plan, targeted poverty alleviation was established in the poverty-stricken areas of China. By this stage, the poverty alleviation management has focused on particularly poor areas. First of all, the prefecture-level poverty alleviation unit must determine the relative poverty region of the whole area before it can help the poor. The social phenomenon of aging requires our country's relative poverty alleviation policies to be adjusted, and corresponding assistance systems should be formulated for the poverty of the elderly. According to some elderly people who live alone, a form of social common pension can be established to help them to get out of poverty. Secondly, it is necessary for the relative poverty alleviation methods of the disabled groups to combine medical and health care and provide corresponding medical rehabilitation protection, so that these relatively difficult groups can get more attention from society and the country. Finally, it is about the education of children in poverty-stricken areas. It is necessary to strengthen the importance of children's educational obligations in that area, so that children in the areas can also enjoy educational services.

3.3 Improve the governance mechanism for poverty prevention

In the post-well-off era, the governance of the relatively poor imagination must improve the governance mechanism for poverty prevention and prevent the occurrence of new poverty-causing imaginations. First of all, families who have achieved poverty alleviation through poverty alleviation programs are still in a disadvantaged position in social development and will be affected by various factors, which will lead to the occurrence of the imagination of returning to poverty. Therefore, the government's poverty alleviation units must follow a part of the poverty alleviation policies so that the poor groups can truly get rid of poverty. In addition, for some migrants, the local government should adopt supporting policies to enable these migrants to better integrate. For example, in the threshold of credits exchange, a link for bonus credits for public welfare can be set up, so that more people have the

opportunity to be in the local area to settle down, set up resettlement houses to improve the happiness and employment opportunities of the poor. Finally, there is a need to strengthen public infrastructure, medical security and compulsory education in relatively poor areas to ensure the basic life of relatively poor people. Only in this way can we promote poverty alleviation in relatively poor areas and help more people in relatively poor areas get out of poverty [2].

3.4 Promote rural revitalization and development, and expand the scope of middle-income groups

In the path of relative poverty governance, promoting rural revitalization and expanding the scope of middle-income groups is an important part of achieving common prosperity. When developing the rural economy, it is necessary to combine the characteristics of the new era to improve the income-increasing environment and development capabilities of the rural economy, expand the channels for farmers to increase income, encourage farmers to start their own businesses and flexible employment, and formulate corresponding rural entrepreneurship policies. To ensure that farmers can increase their income and more people can become middle-income groups. First of all, the local government must vigorously support farmers' entrepreneurship and at the same time expand the channels for farmers' employment. For farmers' entrepreneurship, they must encourage the development of new agriculture and realize rural revitalization, which is the important way to increase farmers' income, and the real poverty alleviation can only be achieved by making the industry stronger. Secondly, it is necessary to actively support innovative talents who return to their hometowns to start businesses, encourage more outstanding talents to go to the countryside and develop rural industries, so as to achieve effective integration of urban and rural resources, thereby reducing the gap between urban and rural areas, promoting the development of rural economy, and reducing the emergence of relative poverty imagination.

4. Conclusion

All in all, in the post-well-off era, the focus of our country's development has shifted from rapid development to high-quality development. The governance of relative poverty can not only achieve poverty alleviation and prosperity, but also promote the growth of the market economy, which has a positive effect on our country's socialist construction. Poverty alleviation is for common prosperity, so that all people can improve their living standards and hope for the future, so as to better promote the development of the national economy.

References

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