

Analysis on the Role of Rural e-Commerce in Poverty Alleviation and the Mechanism of Poverty Alleviation

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ABSTRACT. *Since entering the 21st century, with the rapid development of information technology, China's e-commerce has also made remarkable achievements, which has become a powerful new power to promote China's economic development. What we need to pay attention to is that during the 13th Five Year Plan period, the problem of how to get rid of poverty in poor areas has also entered a critical period of overcoming difficulties. Especially for the vast rural areas in China, the development of e-commerce has played a good role in solving the problem of poverty. As a new way of industrial poverty alleviation, e-commerce poverty alleviation has also been incorporated into the national policy system of targeted poverty alleviation. Based on this, this paper mainly analyzes the poverty alleviation mechanism of rural e-commerce in China according to the characteristics of rural e-commerce poverty alleviation in the current context, and puts forward some development suggestions of rural e-commerce poverty alleviation in China.*

KEYWORDS: *Rural e-commerce poverty alleviation; Targeted poverty alleviation; Rural e-commerce; Poverty alleviation promotion mechanism*

1. Introduction

Since ancient times, poverty has always been a problem that every country in the world needs to face and solve. In recent years, China's poverty alleviation work has also made remarkable historical achievements. However, during the 13th Five Year Plan period, the situation of poverty control in rural areas of China is still very serious, which is related to the major issues of the stability of the lives, economic income and sustainable development of the majority of poor farmers. China's rural poverty alleviation work can no longer adopt "irrigation" or "blood transfusion", and it needs to innovate the mechanism of poverty alleviation. In today's century, the development of information technology is very rapid, of course, the role of the Internet is indispensable, and the impact on the development of the world economy is significant. E-commerce, as a new business form of Internet information

technology and traditional real economy, has become a new driving force for economic growth. As the last red sea, rural e-commerce has great influence on the development of rural economy. Since 2015, the State Poverty Alleviation Office has emphasized e-commerce poverty alleviation. In 2016, the state officially incorporated “e-commerce poverty alleviation” into the targeted poverty alleviation project. Therefore, based on this background, it is of great significance to analyze how to use rural e-commerce to achieve poverty alleviation in rural areas.

2. Concept and Characteristics of Rural e-Commerce Poverty Alleviation

2.1 The Concept of Rural e-Commerce Poverty Alleviation

E-commerce poverty alleviation refers to the use of the new e-commerce model to act on poor areas and poor objects, so that they can actively develop their economy with the help of e-commerce platform. E-commerce poverty alleviation is actually a new poverty alleviation model. Rural e-commerce poverty alleviation refers to taking advantage of the development opportunity of e-commerce to actively guide the poor rural areas and farmers to achieve economic and development ability to get rid of poverty or even to become rich. The final goal of poverty alleviation through e-commerce is to help the poor families in rural areas to reduce poverty and get rid of poverty. First, encourage the poor families to participate in the development of e-commerce directly, for example, let the poor directly participate in e-commerce entrepreneurship or employment projects, so as to improve their annual income level. Second, use indirect means or methods, such as making the poor families or farmers from the poor areas themselves. Efforts to develop e-commerce to achieve economic breakthroughs can also lead to an increase in the economic income of poor households[1].

2.2 Characteristics of Rural e-Commerce Poverty Alleviation

(1) Diversification of Objects of Action

The target of rural e-commerce poverty alleviation can be directly targeted at the poor households or indirectly targeted at the poor areas. The poverty reduction and poverty alleviation of a single poor household is not a victory. China has a large number of poor people, so what we need to achieve is poverty alleviation and poverty alleviation for all people. Through the indirect and direct way specially aimed at poverty-stricken areas and poor households, we can find the combination point of poverty-stricken areas and e-commerce, which is mainly reflected in the development of local economy with the aid of e-commerce platform for agricultural products with local characteristics or advantages, and increase the annual income and economic level of poverty-stricken households[2].

2.3 Diversification of Action Subjects

The work of poverty alleviation originally takes the government as the main body, but the main body is diversified when using e-commerce for poverty alleviation. The government is the policy maker, director and core role. It is the organizer in rural e-commerce poverty alleviation. Of course, poverty alleviation is also the responsibility of the government. However, e-commerce is a new economic or business model, and enterprises are the main body. Therefore, the role of related enterprises in poverty alleviation through e-commerce cannot be ignored[3].

2.4 Diversification of Action Modes

In fact, the old ways of helping the poor were unitary and indoctrinated. It was not scientific and lasting to teach people to be like fish. However, the way of e-commerce poverty alleviation advocated by the state is different from the previous way. It emphasizes that the ability of sustainable development of the economy itself in the poor areas is an improvement of the ability of the poor households to become rich themselves, which is more dependent on internal factors, not only strong but also lasting. So this way of poverty alleviation is in line with the scientific concept of development[4].

3. Analysis on the Mechanism of Poverty Alleviation by Rural e-Commerce

3.1 Rural e-Commerce Development Promotion Mechanism

At present, during the 13th Five Year Plan period, poverty alleviation in rural areas in China has reached a critical period, and the development of rural e-commerce has also ushered in unprecedented opportunities. The poverty alleviation work in the poor areas has also been put on the wings of e-commerce. To develop rural e-commerce, the first problem to be solved is the improvement of rural e-commerce environment. E-commerce environment more refers to the basic environment, such as the construction of network infrastructure in rural areas, the construction of e-payment environment and the smooth flow of logistics channels. In recent years, governments at all levels from the central government to the local government have been increasing their investment in the network communication environment in rural areas, and the number of rural Internet users has been increasing. The business of major logistics enterprises is expanding to rural areas, the mobile network communication environment is also improving, and electronic payment and mobile payment are gradually popularized. The continuous improvement of these basic environments has a significant impact on the development of rural e-commerce. Secondly, we should change the economic role of farmers in poor areas. Let the poor farmers become the protagonists of using e-commerce to sell agricultural products to the world market.

3.2 Promotion Mechanism of Rural Industrial Development

The sustainable development of rural e-commerce has promoted the rapid economic development in poor rural areas. The development of e-commerce can expand market capacity and stimulate market demand, thus promoting the rapid development of industrial economy in poor areas. For rural e-commerce, this effect can be better achieved. Secondly, if e-commerce wants to promote the development of rural industrial economy, it can not be separated from the strong support of the government and the active participation and response practice of a large number of local enterprises. Local enterprises can take advantage of the opportunity of developing e-commerce to improve their competitiveness and actual benefits, and therefore actively improve their technical level and enhance the quality of products or services.

3.3 Mechanism for Poverty Reduction and Poverty Alleviation of Poor Households

The ultimate task of rural e-commerce poverty alleviation is to help rural poor families to reduce poverty, which is the concept of targeted poverty alleviation put forward by the state. On the one hand, this kind of poverty reduction refers to the improvement of the economy or the increase of income, and more importantly, the enhancement of the ability of the poor households to get rich. With the help of the government, relevant e-commerce enterprises, economic organizations and other social organizations, such as e-commerce training, funds and policy support, poor households can directly participate in e-commerce, such as opening online stores or cooperating with e-commerce platforms, so as to truly increase their sustainable revenue capacity, and then truly realize the poverty alleviation and even prosperity of rural poor families[5].

4. Suggestions on the Development of Rural e-Commerce Poverty Alleviation in China

4.1 Establish and Improve the Incentive Insurance Mechanism of Rural e-Commerce Poverty Alleviation

In order to further strengthen the core competitiveness of China's poor rural areas, it is necessary to plan the entire industrial chain of local e-commerce. Establish and improve the incentive mechanism of rural e-commerce industry poverty alleviation, strengthen the assessment, and carry out feasibility analysis and effect assessment for poverty alleviation projects, so as to minimize the risks and losses caused by irresistible factors such as agricultural products[6].

4.2 Using Big Data Management to Optimize the Practical Effect of Rural e-Commerce Poverty Alleviation and Achieve Targeted Poverty Alleviation

First of all, with the help of the Internet and cloud data technology, the big data system of targeted poverty alleviation in poor rural areas is established. The activities such as entering villages and households, visiting the actual difficult needs, etc. are used to collect the detailed information of the relevant poor people, and the relevant information of the collected poor objects is entered into the poverty alleviation electronic information system, so as to realize the information management of e-commerce poverty alleviation and help as the benchmark. Secondly, data acquisition and input are only basic functions, while big data technology focuses on data analysis, mining the hidden laws behind the massive data, so as to get a conclusion to provide more accurate and scientific data support for policy makers, provide more real and effective help policies for single poor households, and truly achieve targeted poverty alleviation; thirdly, rural poverty. The poverty alleviation work of the region itself is in the process of dynamic development. It is more necessary to use cloud data technology to effectively manage the dynamic development process. The situation of the poor and the progress of e-commerce poverty alleviation projects need to establish a dynamic regulatory system to achieve targeted poverty alleviation[7].

4.3 Strengthen the Organizational Guarantee of Rural e-Commerce Poverty Alleviation in China

Rural e-commerce poverty alleviation project itself is a long-lasting and complex project. The ultimate goal is to lift the poor out of poverty. This project is closely related to various industries and departments. Therefore, it is necessary to integrate various resources to form a huge joint force, so as to achieve the expected goal and effect of targeted poverty alleviation by e-commerce, which requires a strong organization as the guarantee. The form of organization can be diversified, and the most important thing is the same goal and direction, so as to optimize the allocation and utilization of various resources. According to the organizational form of local governments at all levels, a strong and comprehensive department should be established to lead. At the same time, other departments should reach a consensus, communicate and cooperate with each other, and form a good relationship, which can ensure the orderly progress of e-commerce poverty alleviation and achieve the goal of poverty alleviation[8].

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