

The Effects of Industry Development on Targeted Poverty Alleviation—a Case Study of Osmanthus Tree Village, Hubei Province

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Abstract: The strategy of rural vitalization is an indispensable and important link on the path of China's great rejuvenation proposed by the state, and there is an inevitable connection between targeted poverty alleviation and the construction of beautiful villages. If we want to realize communism and common prosperity, we must develop the countryside and drive the whole people out of poverty. On the road of rural development, we can't just rely on the support of the state and the society. Every rural farmer should devote himself to the unremitting struggle to build a better home and live a happy life. In order to mobilize the enthusiasm of the people and make the people who have lost their labor force benefit directly, we must rely on the revitalization of the industry.

1. Introduction

For an agriculture-based developing country, the strong country will result from strong agriculture, and prosperous country results from rural prosper, further more rich country results from farmer rich. Without rural revitalization, there will be no great rejuvenation of the Chinese nation [1]. “Industrial revitalization, talent revitalization, cultural revitalization, ecological revitalization, organizational revitalization” will promote comprehensive agricultural upgrading, rural progress and farmers' development [2]. Rural Revitalization must ensure that it does not damage the ecological environment of the countryside [3]. Most of the world's poorest people come from rural areas and depend on their local ecosystems for food production [4]. Poverty alleviation in rural China could be divided into six stages, and the essence of targeted poverty alleviation lied in helping those who truly needed help and achieving genuine outcomes by accurately identifying and assisting poverty-stricken households, accurately managing objects and measures and accurately assessing antipoverty effectiveness [5]. Targeted poverty alleviation needs to adapt to local conditions, introduce multiple social assistance, accelerate the supply side reform of poor rural areas, promote rural innovation work system, increase capital investment, accelerate the pace of rural development of modern agriculture, form the industrial foundation for rural prosperity and revitalization, so as to enhance the initiative and enthusiasm of poor farmers to participate in rural construction [6]. Poverty alleviation is a short-term political task, while rural revitalization is a long-term construction process. After several years of cooperation of the society and the government, with all-out investment, a relatively perfect organization and operation carrier has been established, which provides a reference for the long-term Rural Revitalization. At the same time, the relevant policies of Rural Revitalization provide policy guarantee for the future of poverty alleviation. We will combine targeted poverty alleviation with the construction of beautiful villages, give full play to the complementary role of the two [7].

2. Analysis of Current Situation of Osmanthus Tree Village in Songzi City, Hubei Province

2.1. Environmental Population Situation of Osmanthus Tree Village

Osmanthus tree village is located in the center of Wangjia Lake. The lowest altitude of Osmanthus tree village is 33.4m, known as "the bottom of the pot in Songzi city" , the site of

osmanthus tree, the seventh batch of national key cultural relics protection units, is located here. The whole village covers an area of 13.09 square kilometers. It divided into 8 farmer groups, with a population of 594 households and 1906 people, the land area is 13.09 square kilometers, including a fishing ground. The arable land is 6409.2 mu, and the water surface covers 2900 mu.

2.2. Basic information of poor households in Osmanthus tree village, Songzi City

In 2014, 396 people from 136 households in the whole village were registered as poor households, with a poverty rate of 20%. There were 232 people in 58 households in the whole village who were poor due to illness, including 13 patients with chronic diseases and 10 with major diseases who had been sustained by drugs for a long time. There are 34 poor people in 30 households with disabilities(20 at level I and II, 14 at level III and IV).In Osmanthus tree village, 58.5% of the poor households are poor due to illness. Suffering from illness is the greatest contributor to transient poverty in rural China [8].

3. Analysis on the Situation of Promoting Targeted Poverty Alleviation by Industrial Development in Osmanthus Tree Village, Songzi City, Hubei Province

3.1. Rural Industry Development of Osmanthus Tree Village, Songzi City

3.1.1. Analysis on the Environment of Rural Industry Development in Osmanthus Tree Village

The water area of Osmanthus tree village accounts for 31% of the total cultivated land in the village, and most of them are low-lying land. In rainy season, waterlogging becomes a common phenomenon and a key cause of poverty in the village. The important role of the full utilization of land resources in alleviating the man-land contradiction has been gradually recognized. Under the background of land system innovation, land consolidation is an instrument to alleviate poverty. It helps to create employment opportunities, promote the capitalization of land resources, revitalize rural economy, thus contributing to rural development and poverty alleviation [9]. In the development of industry, the key is how to turn disadvantages into advantages, make full use of water resources to increase land income, and how to adjust measures to local conditions, highlight characteristics, develop strengths and avoid weaknesses [10].

3.1.2. Development of Rural Industry in Osmanthus Tree Village, Songzi City

“Alternately raising rice and crayfish in the paddy field” is a new model of green fishery industry, which can not only improve the yield of rice, but also give full play to the utilization of each water area, and greatly reduce carbon emissions. The crayfish itself is easy to cultivate, with low requirements for water quality, strong adaptability to the environment, fast growth, high output and less labor demand. It can grow in ponds, ditches, rice fields and other water bodies. Moreover, the market demand for crayfish is large, and the market demand for crayfish in China alone has a gap of about 1 million tons. Osmanthus tree village has established the idea of "focusing on investment attraction based on resources, developing industry and promoting poverty alleviation", and has determined to take the poverty alleviation road of “alternately raising rice and crayfish in the paddy field”. Taking the three major industries as the leading factor, the win-win situation in which the “two committees” took the lead, villagers participated, collective income increased, farmers became rich, and enterprises increased efficiency had taken shape.

3.2. Industrial Development of Osmanthus Tree in Songzi City Promotes Targeted Poverty Alleviation

Osmanthus tree village relying on the opportunity of land circulation, has broken the traditional agricultural pattern, comprehensively utilized the regional advantage, and formed a new pattern of “one village and one product”. The two co-operatives have invested a total of 15 million yuan in the development of crayfish farming, high-quality rice production and other products, including 4,913 mu of existing breeding land, factory buildings of breeding bases, access to water and electricity

installations, cargo transport vehicles and fishing tools Passed the certification of pollution-free agricultural products, and introduced the E-commerce Cangku Food Co. , Ltd. , deep processing online sales, improve product efficiency to achieve a win-win situation. The cooperative adopts the operation mode of "cooperative + base + farmer", and chooses four kinds of breeding cooperation modes. First, the farmer voluntarily transfers the land to obtain the land transfer fee. Second, the farmer himself contracts the land, joins the cooperative and enjoys the benefit distribution. Third, the farmer signs the labor employment agreement, which mainly refers to the targeted poverty alleviation farmer to work in the cooperative and increase the family economic income. Fourth, farmers who do not want to transfer their land can cultivate their own, and the cooperative promises to help cultivate crayfish seedlings, teach breeding technology and help product sales. Through the creation of ecological breeding brands, farmers and poor households in the village can increase their incomes and become rich.

In 2014, Osmanthus tree village introduced "Hubei Hongye Ecological Aquaculture Co., Ltd." to transfer 680 mu of barren beaches to develop fish and crab farming industry, and sold squid abroad for the first time (South Korea).The high-efficiency breeding mode led to the development of aquaculture development in the whole village. Four poor households signed a work contract with the new business entity. Each household received an annual increase of more than 15,000 yuan, and the village collective increased annual turnover income of 104,000 yuan .In 2016, Osmanthus tree village has introduced “Yuntian”, “Green Dragonfly”, “alternately raising rice and crayfish in the paddy field” professional cooperatives and “Jinxin” sorghum planting professional cooperatives, and transferred 5,413 mu of land (including crayfish and alfalfa for 4913 mu and sorghum planting 500). And 47 poor households participated in land transfer, with an area of 610 mu, and poor households directly benefited 47,000 yuan from the transferred land. In addition, the three cooperatives signed labor service agreements with 20 poor households, and the average annual income of poor households participating in the work was over 10,000 yuan; the village collective income increased by 340,000 yuan. In 2017, another two professional cooperatives signed a transfer agreement with the village committee. The transfer land is 2088 mu, the annual income of farmers per mu of water surface is up to 1100yuan, and the village collective income is increased by 400000 yuan.

In 2016, 2017, 2018 and 2019, the cooperative transferred 8181 mu of farmland. Up to now, the transferred land area accounts for more than 90% of the total cultivated area of the village, with an annual output of 3250 tons of "crawfish and rice" and 1620 tons of crawfish, reaching an annual output value of 66.5 million yuan. There are 16 cooperatives in the whole village, driving 50 poor households to obtain employment, 132 poor households to transfer 1320 mu of cultivated land, and each household has an average income of more than 10000 yuan. At present, the benefits of cooperatives are considerable and the masses benefit widely. The annual sales revenue is 20 million yuan, playing a leading role in the demonstration of the whole village, and the collective economic revenue of the whole village reaches 870000 yuan.

In 2014, there were 38 people in 13 poverty alleviation households, 237 in 79 poverty alleviation households in 2015, 11 in 5 poverty alleviation households in 2016, 25 in 8 poverty alleviation households in 2017, 28 in 9 poverty alleviation households in 2018 and 47 in 18 poverty alleviation households in 2019, realizing the whole village listing.

3.3. Problems in Promoting Targeted Poverty Alleviation by Industrial Development in Osmanthus Tree Village, Songzi City

First, the crayfish supply season is obvious, and the seasonal contradiction between supply and demand is very prominent. In order to improve the income, the development of processing industry is the main measure. The processing industry can also make full use of the surplus labor in the village and stimulate the enthusiasm of rural labor to generate income. But at present, the processing proportion of crayfish is low, the comprehensive utilization is not enough, the added value is not fully developed, and the influence of processing brand is insufficient. Second, at present, crayfish breeding in Hubei Province has become a large-scale, competitive, market price fluctuation.

The price of crayfish has fallen sharply this year, which has affected the crayfish farmers in the village. Third, the external talents, external capital and the external management main body's joining, brings the good simultaneously also has the hidden danger to the village. In the production process, it is possible to disregard the ecological environment in the village, unwilling to do real work for the farmers, unwilling to drive the village to get rich, squeeze the village labor force, exploitation still exists. Fourth, the proportion of farmers and collectives in the shares is insufficient, and a small number of people benefit from it. The proportion of common people's dividends in the shares is small, and the enthusiasm of common people can't be fully mobilized. Most of the poverty-stricken families still only rely on the transfer of land for income, with low participation. Fifthly, the poverty alleviation targets are lack of endogenous motivation, deep-rooted in laziness, waiting for government support, waiting for social services, no expectation for life, and seriously divorced from the society.

4. Conclusions and Suggestions

Songzi City is located in Jiangnan Plain with abundant water resources. On the basis of maintaining ecological balance to the maximum extent, it is a better way to develop low-carbon "alternately raising rice and crayfish in the paddy field" agriculture and fishery. Crayfish industry is an effective measure to speed up rural development, improve farmers' income and solve the problem of poverty.

First, we will vigorously develop the processing industry of crayfish and cooperate with all kinds of food brands to break the limitations of seasonal supply. And tap out the additional industrial value of crayfish, such as the use of crayfish shell to extract chitin, glucosamine hydrochloride and other products. Realize the transformation of crayfish industry from traditional agricultural products processing to biological high-tech industry. Second, in the environment of competition and incentive of crayfish industry, the cultivation of crayfish with large size and delicious meat can effectively raise the market price. For example, when Yangcheng Lake hairy crab becomes a famous brand, the price of hairy crab will only increase year by year. Third, in order to let more people play a greater role in the industry, it is necessary to carry out regular training courses on crayfish cultivation in the village to enhance their professional quality, so as to play the main role. Fourth, the relevant government departments need to strengthen supervision, vigorously publicize relevant laws and regulations, mobilize people to become a member of the regulatory industry development, and ensure that cooperatives operate under the premise of protecting the ecological environment and maintaining the maximum interests of farmers. Fifthly, we should set an example in the poor families, strengthen the construction of ideology, make "I am rich and I am glorious" go deep into the hearts of the poor families, make full use of the "red radio", let the village head play the role of "red lead goose", achieve smooth information and mobilize the whole village to actively participate in the process of becoming rich.

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