

# Exploration and Practical Research on Guangdong Yingde Targeted Poverty Alleviation Model

—A Case Study of Lianzhang Village, Lianjiangkou Town, Yingde City, Guangdong Province

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## Abstract

The successful implementation of the nation's precision-poverty relief measures is a political task of the communist party of China. Another key fact to remember, this is a project to solve the difficulties of civilians and improve the quality of their lives. Yingde, Guangdong has been exploring and practicing on the road of targeted poverty alleviation, and many experiences are worth summarizing and drawing lessons from. This paper analyses and discusses the reason and significance of the research, the background and current situation of targeted poverty alleviation in Guangdong province, the basic model of targeted poverty alleviation in Lianzhang village, the reference and reflection of the model in Lianzhang village, and conclusion. In general, this paper deeply analyzes the deep connotation of Guangdong Yingde precision poverty alleviation model and its beneficial practical reference.

## Keywords

Guangdong Yingde, Targeted Poverty Alleviation, Exploration, Practice, Lianzhang Village

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## 1. The Reason and Significance of the Research

In this study, Lianzhang village in Yingde city, Guangdong province was selected as the research object because general secretary Xi Jinping visited this village in October 2018. Lianzhang village is originally a poor and backward village, why can it quickly take a path of precise poverty alleviation and precise poverty alleviation in a few years? Although there are many reasons, from the perspective

of public management, the multiple participation of the public management subjects in the village plays a key role. The study on the poverty alleviation of Lianzhang village can provide a reference for the poverty alleviation of Guangdong province and even the whole country, and further provide a deeper thinking for Guangdong province and the whole country to break the urban-rural dual structure and realize the rural revitalization.

## 2. Background and Current Situation of Targeted Poverty Alleviation in Guangdong

The essential requirements of socialism are to eliminate poverty, improve people's livelihood, eliminate polarization and achieve common prosperity, this is the fundamental difference between socialism and capitalism. Deng Xiaoping (1993) once said, "the essence of socialism is to liberate and develop the productive forces, eliminate exploitation and polarization, finally achieve common prosperity". The party and the government have always attached great importance to the eradication of poverty, especially since the reform and opening up, and gradually promote this work to social progress and incorporate it into the all-round economic, political, cultural, social, and ecological progress. In November 2013, Xi Jinping made the important instruction of "seeking truth from facts, adapting measures to local conditions, guiding by classification and targeted poverty alleviation" for the first time during his investigation in Xiangxi, Hunan. Since then, the important thought of targeted poverty alleviation has become the guiding ideology of the national poverty alleviation work.

In the 19th National Congress of the Communist Party of China on October 18, 2017, general secretary Xi Jinping mentioned in the report: China has started strong in the "three tough battles" against major risks, poverty and pollution, so that building a moderately prosperous society in all respects will be recognized by the people and stand the test of history. In March 2018, in the thirteenth session of the National People's Congress at a meeting in Guangdong delegation to participate in the review, Xi Jinping, general secretary of the work fully affirmed the Guangdong, and Guangdong new mission, new era demands of Guangdong "in building to promote the economic development of high-quality system mechanism, the construction of modern economic system, form a comprehensive open new pattern, construction work-sharing walking on social governance structure at the top". The general secretary's request for the new era of Guangdong economic and social development to provide correct guidance; During his visit to Guangdong in October 2018, the general secretary urged Guangdong to "deepen reform and opening up, promote high-quality development, improve the balance and coordination of development, and strengthen party leadership and party building". In fact, the balance and coordination of development is the problem of unbalanced social development and targeted poverty alleviation.

Against this background, Guangdong province has always attached great importance to poverty alleviation and development work and took the lead in putting forward the new idea of identifying poor households and designating

leaders to help poor households lift themselves out of poverty, which specifically refers to the distinction between “what should be and what should not be” in poverty alleviation work. The biggest difference between the poverty alleviation work and the previous poverty alleviation work is that there is no specific poverty alleviation project without giving funds, and the target of assistance needs to go to households and people. According to reports, in Guangdong province since the practice for poverty alleviation work started in 2009, it is a total mobilization of nearly 5200 units and enterprises, directly involved in the linked support, providing support by fixed leaders with fixed responsibilities at fixed points. It is stipulated that households with per capita net income of less than 2500 yuan in 2009 shall be identified as the object of poverty alleviation after public announcement, and shall be registered and recorded and managed by computer, in order to confirm “who help” and “whom to help”. The practice of poverty alleviation was created by Guangdong province in China’s poverty alleviation program, which has provided an important idea for the eradication of rural poverty, promotion of common social development and national poverty alleviation.

Since 2016, the Guangdong provincial government has responded to the call of the central government to comprehensively launch implementation of achieving the success of the nation’s precision-poverty relief measures, which is bound to eliminate poverty and build a moderately prosperous society in all respects by 2020, setting an example for the whole country.

Guangdong province, as the forefront of China’s reform and opening up, has been playing a leading role as a major economic province in China. Guangdong is the largest province in terms of GDP, ranking first in the national economic aggregate for many years. But there is also a saying that “the richest parts of China’s mainland are in Guangdong, and the poorest parts too”.

Although Guangdong has made remarkable achievements in economic and social development and development-oriented poverty alleviation, the problem of unbalanced regional development is still prominent. There is a large gap in economic development level between the East, West and North of Guangdong and the Pearl River Delta, and the gap between the rich and the poor is also quite large. This situation has become a constraint on our province to take the lead in building a moderately prosperous society in all respects.

Fortunately, on March 22, 2016, the provincial party committee and the provincial government held a provincial conference on development-oriented poverty alleviation, the comprehensive poverty alleviation began in the whole province. Targeted poverty alleviation in Guangdong province took 4000 yuan as the new poverty alleviation standard. A total of 2277 villages were identified as relatively poor, with 708,000 families and 1,765,000 people living in poverty. By the end of 2017, nearly 1.16 million relatively poor people in the province had been lifted out of poverty, and the incidence of rural poverty under the current standard will drop from 4.54 percent to less than 1.52 percent. At present, a dynamic management mechanism for the relatively poor population in our prov-

ince has been basically established, and the poverty alleviation big data platform has been put into operation, realizing full coverage of counties, towns and villages (Hu, 2018).

By the end of 2018, a total of nearly 1.5 million people in Guangdong had been lifted out of poverty, and the poverty rate had dropped from 4.54 percent to less than 0.03 percent, and the annual per capital disposable income of the poor households with labor capacity in the whole province reaches 9600 yuan (Ding, 2019).

Conveniently and more happily, Guangdong province, put forward the “1 + 1 + 9”<sup>1</sup> key task, including focusing on vigorous implementation of the strategy of rejuvenating the country, to speed up the deployment to change the Guangdong rural backwardness, is to build “one Integrated core area, one economic belt and one ecological development area” new pattern of regional development as the key point, promote the coordinated development of regional deployment. “One Integrated core area, one economic belt and one ecological development area” means the regional development pattern is defined as three major plates, promote the development of the Pearl River Delta core area optimization (that is, the optimized development); Develop East Guangdong and West Guangdong into new growth poles and form a coastal economic belt (key development) with Pearl River Delta cities; The North Guangdong, a mountainous area will be built into an ecological development zone, with ecological priority and green development as the guide, and high-quality development (protection and development) will be achieved with high level of protection. The “1 + 1 + 9” the key task is put forward, the regional development of recognition and positioning, is bound to fundamentally solve the problem of unbalanced regional development and precision poverty alleviation, thus further realize the goal of build a well-off society in an all-round way, to lay a solid foundation for promoting rural revitalization strategy and achieving the goal of “taking the lead in the establishment of institutions and mechanisms to promote high-quality economic development, the construction of a modern economic system, the formation of a new pattern

<sup>1</sup>The first “1” refers to the political guarantee to promote the great new project of party building; The second “1” refers to comprehensively deepening reform and opening up as the main driving force for development. “9” includes nine key areas of work: 1) focusing on the development of the Guangdong-Hong Kong-Macao Greater Bay Area, making new ground in pursuing opening up on all fronts; 2) focusing on implementing the innovation-driven development strategy, accelerating the construction of a strong province with scientific and technological innovation; 3) focus on improving the quality and efficiency of development and accelerate the establishment of mechanisms to promote high-quality economic development; 4) To accelerate the construction of a modernized economy with the focus on building a modern industrial system; 5) To accelerate the transformation of rural backwardness in Guangdong with the focus on vigorously implementing the strategy of rural revitalization; 6) Accelerating the coordinated regional development with the focus on building a new pattern of regional development of the “one core, one belt and one region”; 7) Accelerating the construction of a culturally strong province with the focus on deepening the construction of spiritual civilization; 8) Focus on building Guangdong into one of the most secure, stable, fair and just regions in China with the best legal environment, and accelerate establishing a social governance model based on collaboration, participation, and common interests; 9) focusing on forestall and defuse major risks, carry out targeted poverty alleviation, and prevent and control pollution, address inadequacies in the way we build a moderately prosperous society in all respects and overcome the critical juncture of high-quality development.

of all-round opening up and the pattern of social governance featuring joint efforts, joint governance and shared benefits creation”.

### **3. The Basic Model of Targeted Poverty Alleviation in Lianzhang Village**

Lianzhang village is located in the southeast of Lianjiangkou town, Yingde city under the jurisdiction of Qingyuan city, Guangdong province, about 13 kilometers away from the town government, covering an area of 31.83 square kilometers and 905 mu of paddy fields. There are 17 villager groups, 482 households, 2225 people. Lianzhang village is the only relatively poor village in Lianjiangkou town of Yingde city. It is also a poor village whose targeted poverty alleviation work in the new era is linked to Qingyuan municipal party committee office, municipal government office and municipal organization. On October 23, 2018, general secretary Xi Jinping visited Lianzhang village. He not only told Lianzhang village that he will not feel relieved until villagers get out of poverty, but also fully affirmed the targeted poverty alleviation policy of Lianzhang village and tell them about his determination to fight poverty.

#### **3.1. Party Construction Shows Clear Direction**

The Party exercises overall leadership over all areas of endeavor in every part of the country. Since the implementation of targeted poverty alleviation work in the new period, the general party branch of Lianzhang village has closely combined the targeted poverty alleviation and poverty alleviation work and led the villagers to build beautiful villages, develop industries and gradually lift themselves out of poverty.

Focus on organizational construction—in 2016, the village party branch was listed as a key rectification village-level party organization by Yingde city due to its “weakness and laxity”. In order to strengthen the party organization, Lianzhang village upgraded the party branch to the general party branch by optimizing the party organization in the administrative village and increased the leadership of Party branch from 3 to 5 members. Five joint party branches were established in 17 village groups, extending the party organization to the villagers’ group (unincorporated village) level. In the general election of Party committee and village committee (the two committees) in 2017, the general party branch department of Lianzhang village is guided by “three priorities” (party organization optimization first, party organization leadership decision first and party members’ role first), the strengthening the construction of the party as a fundamental starting point of all work, planning ahead, carefully prepared, selected excellent and capable village “two committees” team. Lu Feihong, a veteran who has worked in the village committee for 11 years, was elected as the leader of the team. Since then, the face of the village has been changing day by day.

Focus on ideological construction—the party branch of Lianzhang village pays close attention to ideological education of party members, standardizing the im-

plementation of “three meetings and one lesson”, general democratic meetings and other system of general democratic meetings, and improving party members’ consciousness and ability of leading development, promoting development, serving the overall situation and serving the villagers from five aspects of education, supervision, management, evaluation and demonstration; promoting the normalization and institutionalization of “two studies and one action” learning education, make good use of new carriers such as WeChat and QQ, and improve party members’ theoretical level, party spirit and entrepreneurial ability. Organize party members and cadres to learn to “go out”. Party members are significantly more motivated to take targeted measures to alleviate poverty. Such as Tiantang Village group leader, party member Lu Zhijian takes the lead to dismantle their own more than 10 of the debris room and pig chicken coop, and take the initiative to coordinate the relevant difficulties and problems, with practical action to promote the comprehensive improvement of the living environment, promote the construction of new rural model village made a clear breakthrough.

Focus on institutional construction, with the help of the poverty alleviation task force, Lianzhang village raised 550,000 yuan to build a new public service station. The service station was equipped with party member activity room, conference room, family planning service and other function rooms. The system of centralized office work and shift duty for cadres was implemented, and the one-stop handling and agency system was implemented, making significant improvement in public satisfaction.

Focus on cultural construction—Lianzhang village transformed the original dilapidated mud-tiled house wall into village wall painting, depicting party construction, socialist values, historical traditions, rural revitalization and other aspects of color painting, creating a publicity atmosphere and adding cultural atmosphere.

Through the above four measures, Lianzhang village encourages party members to take the lead in rural governance and poverty alleviation.

### **3.2. The Government Ensures Implementation**

With the joint efforts of the working group on poverty alleviation and governments at all levels, new changes have taken place in Lianzhang village.

Government leads the planning. There are many narrow mountains in Lianzhang village. We must insist on planning first, and make the village neat and tidy through planning, including functional area planning, farmland planning and sewage discharge planning, so as to guide the village’s rural development and construction.

The government led the transformation. The 4.5 kilometers of sand and soil roads in Lianzhang village have been fully paved, more than 50 old debris and mud-tiled houses around the village have been demolished, and facilities such as the village cultural service center, the road that surrounds the village, cobbled

recreational trail, court, canals, street lamps, flood prevention dyke, rain and sewage diversion facilities, centralized sewage treatment pool, star-level public toilets and cultural square have been built. Equipped with standard household garbage release points, sanitation vehicles regularly clean up rural garbage, crack the previous “garbage village” problem; A storage room with an area of 12 square meters has been built (for each villager), in which farm tool, agricultural machinery, daily necessities and so on sundry can be stored. The villagers have more storage space, and the problem of dirty and messy around the rural houses have been solved, really promote “three clean three dismantle” work (clean up the village garbage, clean up the clutter, clean up the pond ditches; demolition of unreasonable construction, demolition of advertising signs, demolition of abandoned buildings) in the village. At present, it is stepping up the construction of residential accommodation, specialty street and tourist teahouse, beautiful rural construction has taken shape.

In 2015, the general secretary visited Lu Yihe’s family, a poor household. According to the renovation standard of dilapidated houses, the local town and village government subsidized 30,000 yuan to help Lu Yihe build a new house, and provided his family with subsistence allowances and subsidies for the disabled. His children were also exempted from tuition and miscellaneous fees and subsidized living expenses. In July 2018, the eldest daughter graduated from junior college and earns money, which greatly reduced the family burden (Jiao & Liu, 2019).

### 3.3. The Enterprises Give Strong Support

Lianzhang village is linked with the assistance of Desheng Group and one of the beneficiary villages of Country Garden Group to help Yingde in the whole county. These outstanding enterprises with social responsibility give full play to their advantages in capital, technology and talents, just like carpenters make up for the weak points of the barrel, and help rural areas comprehensively develop and upgrade their industries and fight poverty.

The local government is linking the toy foundry with farmers in nearby towns, set up plastic toy shop in August 2017. A toy processing center has been set up in the unused school buildings of the village primary school, and a long-term stable employment poverty alleviation and income program called “blood forming” has been established. Female workers aged between 40 and 55 can find jobs near their homes with a monthly income of 2500 - 3000 yuan.

Lianzhang village has introduced an agricultural science and technology industrial park project with a total investment of 100 million yuan, including ganoderma ecological park and smart farm (agricultural research area). Among them, the ganoderma ecological park received an investment of 30 million yuan, and the main function is ganoderma products planting and tourism.

Lianzhang village even formed cooperatives, the model of “company + cooperative + base + farmers” was adopted. The cooperative rented farmers’ land, signed a cooperation agreement with the eco-agriculture company, and the

company funded the construction of vegetable base, then the company hires the poor who have labor ability to work in the base. Through resource sharing, realize the model development of industrial mutual assistance. Vegetable base absorbs 10 poor households in total, each household contracts 1 to 3 mu, the output value of each mu can reach 20,000 yuan, the net annual income of each mu can reach 10,000 yuan. In addition to arranging 10 interested poor households to grow vegetables, the village also increased the income of other poor households with labor force through the form of financial poverty alleviation funds to share dividends in vegetable base.

The new farmhouse in Lianzhang village uses bamboo, wood and other original ecological building materials to retain the local flavor and promote the development of local rural tourism. At the same time, the farmhouse has the flexible management mechanism of sticking to the village and soil, traveling and farming, traveling with visitors and farming without visitors, which can well solve the employment and re-employment of some people.

The company also built the first public toilet in Lianzhang village, improved infrastructure construction and painted mud-brick houses with the color of rural revitalization. It also cleaned up and transformed the paved paths in Lianzhang village, which has a remarkable effect. Now, the river is clean, and villagers can come here to wash vegetables and their clothes.

### **3.4. The Villagers Pursue Prosperity in an Active Manner**

Targeted poverty alleviation cannot be promoted without the change of villagers' thinking and their participation in action. Internal causes are always decisive. "If you want to be rich, build roads first" seems to be understood by everyone, but it is not easy to put it into practice. Before 2016, Lianzhang village, a village of more than 2000 people, had no good roads. During the rainy season, it was muddy and difficult to drive in and out. Targeted poverty alleviation must introduce industries into villages, and first solve the problem of "difficult road travel". Building roads is both a good thing and an emergency. The city has special support for poverty alleviation, but in the village there is resistance. People do not believe that the road has any great benefits, mainly to use their own land, some people will not give up an inch of land. At that time, everyone's mind can not be changed, the hook machine approach was also blocked by the villagers, road work had to be stopped.

General secretary Xi Jinping said that the first thing to get rid of poverty is not to get rid of material poverty, but to get rid of the poverty of consciousness and ideas. After understanding this, the poverty alleviation team went door to door to explain the benefits of road construction and calculate the benefits for the villagers. Deng Changjian, who had worked as secretary of the village for 19 years plays an important role, he has a reputation in the village, and he insisted to solve this hard problem even he just recovered from a serious illness. He talked to villagers with reason and heart. Finally, with persistence and momentum, all

obstinate villagers moved. In 2017, all the mud roads in the village were replaced by hard roads. On the night of National Day in the same year, the street lamp was lit for the first time in this poor and remote village, and the villagers ran to tell each other.

The villagers knew that the cadres were doing practical work for the development of the village, and then the poverty alleviation work was carried out much more smoothly. Villagers trust party organizations can lead them on the road to prosperity. After the 19th National Congress, the village has carried out several targeted poverty alleviation skills training courses. These training courses not only attract middle-aged men who work back home, but also attract housewives without special skills. All of them actively participate in courses to learn planting knowledge and receive skills training.

Lu Yihe's family is a local poor family, his wife is disabled due to illness, the family has an 85-year-old father, and three children studying outside. He is the only labor force in the family, previously by digging bamboo shoots and doing odd jobs to support the family. "I want to do something. I don't want to be poor. But we can't get away from this situation at home. We can't go out like everyone else". Lu Yihe said. In the past two years, the greenhouses vegetable base has been established, the idle school building has been turned into a poverty alleviation toy workshop, and the poverty alleviation team of Country Garden has also brought the mode of planting cooperation. Finally, he has a chance to work at home to earn money. Since then, few in the village have found him at home, either working in vegetable greenhouses or planting bamboo shoots in the hills contracted by Country Garden. In 2018, half kilo of fresh bamboo shoots sold for 90 cents, Lu has earned more than 30,000 yuan. "If the rich give us a hand, we should certainly do it ourselves." (Yang, 2018) Lu Yihe said so. In the past two years, the family's economic conditions have improved, and it is expected that the poverty will be removed by the end of 2019. The poor in the village are also encouraged to plant and work.

In 2015, the government subsidized 30,000 yuan to help the Lu family move from their mud-brick house to a three-story new house. Lu stood in front of his new home, showing his happiness.

These days, it's not just his growing income that makes Lu Yihe smile, and Xi Jinping's concern. The general secretary encourages his daughter, Lu Weixia, to study hard and realize her dream of becoming a teacher.

## **4. The Reference and Thinking of the Targeted Poverty Alleviation Model in Lianzhang Village**

### **4.1. Giving Full Play to the Combat Fortress Role of the Party Branch Is the Fundamental Driving Force for Targeted Poverty Alleviation**

Lianzhang village party branch was listed by Yingde city due to its "weakness and laxity". Since the launch of the new era of targeted poverty alleviation work,

through general election with the “three firsts” (optimization of Party organization first, party leadership decision-making first, give play to CPC members’ role first) as a priority of all work, make the leadership of primary Party organizations and the sheer manpower of its battle fortress to give full play to the role.

First of all, the party organization should be optimized first and the construction of party organization should be strengthened. The village party branch is upgraded to the general party branch, and a number of joint party branches are set up under the village group, so that the party organization covers the village group. Qingyuan Municipal Party Committee office and municipal government office, as targeted poverty alleviation assistance units in the new era, will come to the village to guide the party organization work every month on the basis of actively helping to build the service center for the party and the masses. Secretary Guo Feng also gave party members seven lectures, which greatly inspired them and made the party organization operation in the village more and more standardized. A 59-year old party member said, “the general party branch’s appeal, cohesion and fighting capacity were obviously enhanced through poverty alleviation, and the cadres of the two committees actively promoted the construction and development of the village, and were enthusiastic in serving the villagers, thus enhancing their prestige and image among the masses” (*Yingde Organization Department, 2018*).

The second is the party organization leadership decision first, which strengthens the party leadership construction. In order to help Lianzhang village get rid of poverty, the unit sent “first secretary” to the village, with the general branch of the party to study poverty alleviation work, put forward “want to be rich, rely on the branch”. The specific way is—the village event study first by the party organization, and then submitted to the villagers congress for deliberation and decision; Each party member’s door hang “communist party member household” brand, clarify the responsibilities of each party member and the implementation of their tasks. Over the past few years, Lianzhang village give full play to the party organization, the core of leadership for the co-ordinate of commanding the whole situation, village leadership led the villagers to develop green industry, drive people to become rich, and their enthusiasm is higher and higher, leadership and credibility are also recognised by the villagers, the primary party organization into rural revitalization “service center”, the village committee cadres has become a “leader” of the new rural construction.

Then, the role of party members to play first, strengthen the construction of party members model. In promoting poverty alleviation, precision poverty-eradication and rural revitalization work, Lianzhang village, even also pay attention to give full play to the role of Party members as pioneers and models, to take way “Village town cadres responsible to village, village cadres responsible to areas, party member responsible to families”, promote the party members and cadres to take the initiative in taking targeted measures to alleviate poverty, promote industrial prosperity, and build a new socialist countryside. Ten posts including “policy and regulations publicity agent and the Party’s style of work and Party

discipline supervisor” were set up in a scientific way. Party members took the initiative to lead the posts and carry out various tasks. Such as Tiantang Village group leader, party member Lu Zhijian takes the lead to dismantle his own more than 10 of the debris room and pig chicken coop, and take the initiative to coordinate the relevant difficulties and problems, with practical action to promote the comprehensive improvement of the living environment, promote the construction of new rural model village made a clear breakthrough. Genzhuping village group leader, the old party member Deng Yidou took the initiative to lead the villagers to work and labor construction public welfare facilities, successfully created the beautiful and clean village awarded by Qingyuan Municipal Party Committee first time. Inspired by the vanguard and exemplary role of party members, the villagers also gradually changed their previous thoughts of “waiting, depending on and wanting” and began to change their lives actively through hard work.

It is because the general party branch of Lianzhang village has truly implemented the “three firsts” in thought and action that in early 2017, the general party branch of Lianzhang village has successfully eradicated the backwardness of “weak and laxity” primary party organizations, showing its vitality. That is why Xi Jinping, the general secretary of the Communist Party of China (CPC), made an emotional statement during his inspection of the village: “the party branch has led everyone from one generation to another, and our fellow villagers from one generation to another, to promote our socialist construction. After getting rid of poverty, we need to become rich and take a modernized road. We are on such a journey” (Exclusive V View, 2018). In precision poverty relief, choose excellent and capable branch secretary is also the crucial part. Lianzhang village made Lu Feihong, a veteran, with a firm conviction as party branch secretary, playing a key role in actively promoting precision poverty-reduction and poverty-eradication. Therefore, Xi Jinping pointed out when examining the village land: “If we want a train to run fast, we need to rely on its locomotive. We should strengthen the development of leaders in primary party organizations, focus on cultivating and selecting people who are energetic, competent, decent and fair as party branch secretaries, and unite and lead villagers to get rid of poverty and become well-off” (Meizhou Daily, 2018).

#### **4.2. Industrial Assistance Is the Core Element of Targeted Poverty Alleviation and Rural Revitalization**

In the past few years, Lianzhang Village has undergone tremendous changes. In addition to the “fundamental driving force” for party building described above, the core element is industrial assistance. Without the presence of Desheng Group, the presence of Country Garden Group, and no The establishment of a toy processing factory, without a greenhouse vegetable base, it is impossible to solve the employment problem of local poor families on the spot, and the “company + cooperative + base + farmer” model development of industrial mutual assistance cannot occur, and the form of financial poverty alleviation funds to

share dividends in vegetable base cannot occur, it is impossible to achieve the “blood forming” of precision poverty alleviation in the end. The development model of Lianzhang Village fully proves that only the “blood-forming” model of industrial assistance is the most sustainable. This model has been fully affirmed by General Secretary Xi Jinping, who pointed out during his inspection of Lianzhang Village, Industrial poverty alleviation is the most direct and effective method, and it is also the long-term plan to enhance the blood-forming function of poor areas and help the people to find jobs in the local area. We will strengthen the planning of poverty alleviation projects through industry, and guide and encourage more industrial projects to be set up in poor areas” (*Economic Daily*, 2019).

### 4.3. Awakening of Villagers’ Awareness of Getting Rich Is the Endogenous Force of Targeted Poverty Alleviation

Since the implementation of targeted poverty alleviation, gratifying changes are taking place in Lianzhang village every day. One of the important reasons is that the villagers’ consciousness of getting rich has been awakened, the endogenous power of living a better life has been effectively stimulated, and the poor households have a strong desire to get rid of poverty. (Jiao & Liu, 2019) Said Zhang Xuefan, the leader and first secretary of the targeted poverty alleviation task force in Lianzhang village of Qingyuan city. Lu Yihe, a poor family member visited by general secretary Xi Jinping, agreed: “there is no reason to be negative with so many people caring about our poor family members. “I will not only get rich through hard work, but also train my children to read good books and walk out of the mountains,” he said (Jiao & Liu, 2019).

The arrival of general secretary Xi Jinping in the golden autumn of 2018 not only pointed out the way for targeted poverty alleviation and rural revitalization, but also brought new historic development opportunities to Lianzhang village. Now, the residents of Lianzhang village have followed the instructions of the general secretary and set a new goal on the basis of the achievements they have made—to build a national targeted poverty alleviation and a model village for rural revitalization, carry out overall planning, focus on improving infrastructure, continue to renovate river courses, and build a tourism reception center and a village history museum. We will build modern agricultural industrial parks, give full play to the advantages of more forestland and other resources, and focus on developing projects such as tea, fruits, under-forest economy and rural tourism, so as to transform lucid waters and lush mountains into invaluable assets.

## 5. Conclusion

To sum up, a basic conclusion can be drawn from the experience of poverty alleviation in Lianzhang village, Yingde city, Guangdong province, that is, poverty alleviation and even the implementation of rural revitalization strategy cannot leave the combat fortress function of the Party branch and the party member

vanguard model to play the leading role in the first place, cannot leave the participation of enterprises element, cannot leave the awakening of villagers' self-consciousness of poverty alleviation and wealth and the villager's participation. In accordance with the unified plan of the CPC Central Committee, all localities must respond to the demand of rural residents to lift themselves out of poverty and become rich, and always take the aspiration of rural residents for a better life as the fundamental starting point and goal of all the work of the CPC and the government in rural areas, so as to win the battle against poverty.

### Conflicts of Interest

The authors declare no conflicts of interest regarding the publication of this paper.

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