

On the Sustainable Development of Rural Brands in the Effective Connection between Rural Revitalization and Poverty Alleviation --Take Shexian County as an Example

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Abstract

From "promoting agriculture by quality" to "promoting agriculture by brand", from "supporting agriculture by brand" to "strengthening agriculture by brand", rural brand construction runs through the whole process of poverty alleviation and rural revitalization in China, and has a decisive strategic position. The quality of rural brand construction will directly determine the realization of the current rural revitalization strategy, especially its sustainable development, which may affect the overall situation of the rural revitalization strategy. In this context, this paper takes Shexian County, Anhui Province, as an example to analyze the lack of infrastructure construction in Shexian County and the difficulty in improving the quality of poverty alleviation; The mining of characteristic industries is not complete, and the production capacity advantage is not brought into play; Uneven local development; E-commerce entrepreneurship lacks initiative and other sustainable development problems, and puts forward corresponding and universal countermeasures.

Keywords

Rural revitalization; Eradicate absolute poverty; Rural brand.

1. Introduction

Practice has proved that rural brand has played an irreplaceable role in China's complete fight against poverty, and it can be predicted that it will continue to play a fundamental role in rural revitalization. Therefore, in the current stage of poverty alleviation and rural revitalization, it is of great significance to deeply analyze the sustainable development problems in rural brand construction and propose targeted countermeasures accordingly. Because this can not only effectively solve the problem of the source of power in rural revitalization, but also help to improve the people's good life.

2. The Organic Link between Poverty Alleviation and Rural Revitalization Lays the Foundation for Rural Brand Development

There is a close relationship between poverty alleviation and rural revitalization. The former is the premise of the latter, and the latter is the absolute sublimation of the former. To fully understand this relationship is the theoretical premise for Tongda to play an important role in the transition between poverty alleviation and rural revitalization. To be specific, because of the partial overlap between poverty alleviation and rural revitalization in some aspects, the implementation of the two strategies has been highly consistent with the tasks and objectives for a long time. In the field of implementation, there is also duplication between the two. The

goal of rural revitalization is to promote common prosperity and achieve the overall revitalization of the countryside. In terms of objectives, the main target of poverty alleviation work is the rural poor, and the purpose is to gradually improve the self-reliance ability of the poor on the basis of solving the problem of the survival of poor families. The purpose of implementing the rural revitalization strategy is to improve the economic level of the people in rural areas. Therefore, poverty alleviation and rural revitalization should be effectively linked. In other words, on the basis of poverty alleviation work, it is necessary to prevent re-poverty and consolidate and expand the achievements achieved by taking the revitalization of rural areas as a long-term guarantee.

Taking Shexian County, Anhui Province as an example, this paper finds that rural brands play a huge role in the revitalization of rural areas and the development of poverty alleviation. Building a rural brand is conducive to enhancing the connotation of rural culture and improving the utilization efficiency of rural resources. The reform and opening up has promoted the rapid development of industrialization and urbanization in China, and the corresponding development is the polarization of rural areas in China. Some rural areas are affected by the radiation effect of urbanization economy, and the material and cultural level of farmers has been greatly improved; However, the other part of rural areas did not directly enjoy the dividends brought by industrialization and urbanization, resulting in excessive population loss, serious population aging, and idle resources. However, the two different economic development models in rural areas are at an extreme. The former pays attention to economic development but ignores the improvement of the ecological environment. The latter has a good ecological environment, but resources such as cultural heritage have not been developed. The construction of rural brand is undoubtedly the key to solve a series of problems in the coordinated development of modern rural ecology and cultural form. The construction of rural brands can find a balance point for rural areas in terms of economic development, ecological improvement, cultural heritage penetration, etc., enhance the "red line" awareness in the process of rural revitalization, promote the harmonious coexistence of modern rural form and cultural ecology, and enhance the connotation of rural culture. The building of rural brands is conducive to promoting rural economic development and rural revitalization. In recent years, some local agricultural products brands have enjoyed a nationwide reputation. These brands represent not only the recognition of quality, but also the improvement of economic benefits. Of course, rural brand construction is multifaceted, not limited to agricultural product brands. For example, some villages can explore their own advantageous resources, build their own brands, attract more industries to settle in, develop tourism industry, and promote the employment of villagers, so as to improve their living standards. The improvement of the rural economic environment can improve farmers' living standards, lay a material foundation for the governance and improvement of the ecological environment, and improve people's awareness of environmental protection and conservation. The rural environment has been greatly improved, the countryside has become more livable, and the revitalization of the countryside has been accelerated. The construction of rural brand is also a kind of spiritual and cultural construction in essence. Strengthening the building of rural brand can carry forward the excellent rural culture, cultivate rural spiritual civilization, and promote the construction of rural civilization. Many families in rural areas in China have excellent family traditions and family rules, which have played a good role in rural revitalization and poverty alleviation. In the process of building rural brands, the consensus of farmers has been further consolidated, the endogenous power of rural customs purification has been further strengthened, and the revitalization of rural spiritual civilization has been further realized.

Revitalizing rural areas also provides opportunities for the shaping and construction of rural brands. In recent years, the government has attached great importance to the development of rural areas, and has given significant support in both policy and material aspects, providing

opportunities for the construction of rural brands. The massive and rapid dissemination of platform data such as the Internet has also played a positive role in promoting the promotion of rural brands.

3. Analysis of Problems in the Development of Rural Brands in Shexian County under the Background of Rural Revitalization and Poverty Alleviation

Rural revitalization and poverty alleviation are equally important, but there are still some difficulties and problems in their effective connection, such as whether the differences between poverty alleviation and rural revitalization can be effectively bridged, and whether some problems on the road to poverty alleviation can be fully solved on the road to rural revitalization. The following is a summary of the basic problems and preliminary cause analysis:

3.1. Infrastructure construction is insufficient, and the quality of poverty alleviation is difficult to improve

The sustainable development of modern agriculture requires that rural areas have perfect infrastructure. The country has invested heavily in rural infrastructure. However, due to China's vast territory and vast rural areas, there is still a huge gap in funding for infrastructure construction in rural areas. In 2020, Shexian County, in strict accordance with the requirements of the superior documents, invested 83.575 million yuan of special financial poverty alleviation funds, focusing on weak links and investing in infrastructure, industrial poverty alleviation, employment poverty alleviation, intellectual poverty alleviation, financial poverty alleviation and other fields, but the funds allocated to infrastructure are still insufficient [1]. The backwardness of infrastructure and production conditions has led to the lack of guarantee for the development of the Shexian County Reserve and the old revolutionary base in Anhui Province, and the major defects in the transportation project management system have made it difficult to carry out rural reform and poverty alleviation in these areas; In the construction of urban infrastructure, a large number of reinforced concrete infrastructure has a certain service life. After the urban infrastructure reaches its service life, the aging of facilities will bring many problems, leaving a large number of construction waste. In case of flood disaster, the flood will lead to the destruction of urban roads, parks and other infrastructure, which has a great demand for the early construction of infrastructure and subsequent management and protection mechanisms; In the infrastructure construction of "tourism+poverty alleviation" in Shexian County, the most restricted by natural conditions is climate. Shexian County is located in the subtropical monsoon climate zone. It is hot and rainy in summer and mild and humid in winter. The changeable climate and humid environment also put forward higher requirements for the safety of infrastructure.

3.2. The mining of characteristic industries is not in place, and the driving advantages cannot be fully played

Shexian County's characteristic industrial driving advantages on the road to poverty alleviation have not been fully exerted and still need to be improved. Named by the State Council as a national historic and cultural city, Shexian County is the main birthplace of Anhui Cuisine culture, Huizhou merchants and Huizhou cuisine, as well as the main origin of Anhui ink and Shexian inkstone, the four treasures of the study. It has excellent ecological resource advantages. As of the end of 2018, Shexian County had three public libraries, with a collection of 215.04 thousand books at the end of 2018. However, the distinctive Huizhou culture of Shexian County did not play a strong role in the process of building cultural tourism industry in Shexian County. The promotion of Shexian County's cultural tourism brand is not enough, which leads to the low popularity of Shexian County in the whole country and even the whole

province,. The long-standing "Huizhou culture" of Shexian County has not been well known to the outside world, the characteristic culture that modern people pay attention to has not been fully utilized, and the main "tourism+" benefit cannot be fully played; The advantages of agriculture, textile industry, tea industry, tourism and other industries in Shexian County have not been fully developed. It is not advisable to accelerate the revitalization of rural areas only in one industry. In addition, Shexian County has not found a unique way to promote agricultural product sales through the Internet. It is necessary to find suitable opportunities to drive the "cultural tourism" development of Shexian County by using e-commerce to drive the poor people to increase their income.

3.3. The development of rural e-commerce lags behind, and the products cannot meet the demand

The goal of the national rural revitalization strategy is to narrow the economic gap between urban and rural areas and improve the living standards of rural residents. Using the development of e-commerce network to stimulate economic growth and rural development is an important strategy for the country to achieve rural revitalization. In the development of e-commerce, there is a trend of unbalanced development. Rural e-commerce in many places has received policy support and rapid development, which has brought local economic benefits. However, in some economically backward and remote rural areas, e-commerce has just emerged, and its development is still very backward, the construction of logistics network is also weak, and the infrastructure is still relatively backward, which hinders the development of local e-commerce, only a small number of regions have implemented collective projects for e-commerce development. Individual e-commerce suppliers are fighting alone and cannot fully utilize the scale effect brought by rural e-commerce clusters to improve the enthusiasm of the poor people to lift out of poverty.

3.4. Lack of initiative in e-commerce entrepreneurship and absence of rural logo brands

At present, e-commerce entrepreneurship in most rural areas is still dominated by the government and Internet giants. The government encourages farmers to start businesses related to e-commerce and provides a lot of free training opportunities, but the enthusiasm of farmers to participate in entrepreneurship is not optimistic. Due to the influence of traditional agricultural production, the farmers' cultural level is low, the farmers' awareness of using e-commerce is not strong, and they lack initiative, which directly leads to the lack of media in the construction of rural brands, thus leading to the strong uncertainty of the incentive effect of e-commerce on rural revitalization. The construction of rural brand not only affects the development of rural e-commerce, but also affects the enthusiasm of farmers for progress.

4. Sustainable Development Strategies of Rural Brands in the Effective Connection between Rural Revitalization and Poverty Alleviation in Shexian County

4.1. Increase infrastructure investment

To strengthen infrastructure construction and improve the quality of poverty alleviation, we should increase investment, fill in the gaps in infrastructure construction and improve the requirements for infrastructure construction. Implement corresponding investment and construction plans according to the political direction of the country, make a good political connection between poverty alleviation and rural revitalization, and strictly approve large-scale projects; Jointly invest with local enterprises, encourage and support local enterprises to obtain funds from other channels, so as to realize the diversification of industrial infrastructure

construction chain; Effectively improve the quality of infrastructure projects, improve the requirements of infrastructure construction, strengthen the supervision and management of the early construction and the next stage, and put an end to the "bean curd residue project"; After the completion of infrastructure, regular inspection and maintenance investment should be carried out, and should not be relaxed; In the process of decision-making, management and supervision, we should strengthen the sense of cooperation with people, respect people's will, and should not suppress people's enthusiasm; Increase investment in mountainous areas and old revolutionary base areas, vigorously improve the quality of production and life of people in mountainous areas, create characteristic brands, and stimulate the enthusiasm of farmers; According to the 47th Statistical Report on the Development of Internet in China, as of December 2020, the number of online video users in China reached 927 million, accounting for 93.7% of the total number of Internet users [2]. Referring to the industrial design route of "e-commerce+" in tourism, the government of Shexian County should strengthen the Internet to guide agricultural sales, accelerate the construction of key urban projects, improve urban and rural environmental conditions, improve urban functions, create a comfortable and dynamic environment, create a vibrant urban image, and promote the coordinated development of urban and rural areas.

4.2. Strengthen the mining of characteristic industries

Shexian County has a great resource endowment. Shexian County has profound cultural heritage, rich natural resources and numerous scenic spots. Shexian County Government should make reasonable use of these advantages, increase the exploration of the history and culture of the whole county, promote the development of self-identified resources, improve the cultural and tourism brand construction of tourist attractions, create cultural tourism, dynamic city labels, strengthen external publicity, highlight the precipitation of Huizhou culture, create a thick atmosphere of the ancient city, and carry out Huizhou cultural activities, such as learning to write calligraphy, visiting Huizhou ink production technology, Feel the romantic feelings of Huizhou literati. To attract foreign tourists by improving the quality of consumer goods and services; Use the "Internet plus" and "e-commerce+" methods to promote and sell products, learn from the marketing methods of some well-known online red products, and explore reasonable and efficient advertising methods; Accelerate the development process of local industrial agriculture, extend the industrial chain of agricultural products, and improve the recognition of tourists on the quality of tourism products in Shexian County: use the tourism terminal to sell high-quality agricultural products, stimulate the enthusiasm of farmers, and produce high-quality products; Accelerate the combination of cultural tourism and agricultural products, combine the two, do a good job in the industrial connection between poverty alleviation and rural revitalization, make the transition from "short and fast" to "long and short" services, and promote the overall transformation and modernization of rural industries with the achievement of high-quality development of modern characteristic agriculture, so that more farmers can fully obtain greater benefits from the development of the industrial chain. The incidence of rural poverty in China has dropped from 97.5% at the end of 1978 to 1.7% at the end of 2018 [3]. Under the leadership of the Party and the government, the rural revitalization policy has been greatly implemented, the rural economic development has made great progress, and China's pace of eliminating relative poverty will be faster and faster.

4.3. Strengthen e-commerce promotion

Rural resources are rich, agricultural products are rich, green and pollution-free, and are deeply loved and trusted by the people. In remote villages, due to the lack of promotion of high-quality agricultural products, it is difficult to open the sales path of many high-quality agricultural products. In order to consolidate the results of poverty alleviation, it is necessary to increase the publicity of rural e-commerce and rural communities. Local governments and relevant staff

can promote and promote e-commerce from the perspective of farmers through collective discussions or group meetings, so that people can fully understand and understand rural e-commerce. Strengthen the positioning and publicity of local traditional media and other platforms, create an atmosphere for rural economic development, help farmers understand e-commerce, and promote rural e-commerce. The future development of rural e-commerce must focus on the construction and improvement of infrastructure. The systematic development and perfect infrastructure of rural e-commerce industry are indispensable. Accelerate the construction of Internet infrastructure, build a rural three-dimensional information network, and provide an important guarantee for the development of rural e-commerce. We will speed up the delivery of logistics projects from village to village, solve logistics problems, gradually build a modern logistics distribution system that adapts to the development of e-commerce, and break through the barriers between the standardization of logistics packaging and centralized distribution. It is necessary to solve the construction of broadband network, express network and cold chain processing detection and storage facilities required by rural e-commerce as soon as possible, so as to provide a solid foundation for the large-scale development of rural e-commerce in the future.

4.4. Improve the professionalism of e-commerce

The main reasons for the lack of initiative in the development of rural e-commerce are the poor professionalism of farmers, the lack of understanding of e-commerce, and the lack of understanding of the relationship between e-commerce and rural revitalization. It is particularly important to strengthen the professional training of e-commerce professionals. Rural development urgently needs a group of high-quality and professional talents as support. The local government should strengthen vocational training and skill training through various channels. First, use the online learning platform to produce high-quality online courses and strengthen the learning and education of farmers. Second, encourage farmers to participate in more training courses or offline courses. Strengthen the professional and professional ability of e-commerce professionals and play their role in marketing and development. Each region has its own unique agricultural products: in terms of promotion and advertising, establish local agricultural product label awareness, strengthen brand construction and promotion, set up signs, develop local resource benefits, and develop green and clean agricultural product benefits; With the help of the network platform for market promotion and promotion in terms of popularity and influence, the biggest advantage of e-commerce for agricultural products is to reduce the cumbersome links, expand the scope of market influence, and have a wide range of agricultural products in rural areas. Build brand industrialization transformation packaging, establish brand image and reputation, give full play to its unique advantages, and occupy a place in the market. By the end of 2020, the Ministry of Agriculture and Rural Affairs had recommended and identified 3274 "one village, one product" demonstration villages and towns. These villages and towns have distinctive features in product attributes, brand image, functional value, and marketing methods, with obvious brand effect, and up to 14600 registered trademarks [4].

5. Conclusion

To sum up, in the current context of rural revitalization, the construction of rural brands has gradually shifted from quantitative change to qualitative change. The local rural culture brand has been formed and gradually "entered" the city from the countryside, which not only promoted the development and expansion of rural culture, but also promoted the reduction of the rural poor and promoted the revitalization of the countryside. In the process of enjoying the achievements of modern civilization, the rural homestead on which farmers live is gradually losing its unique charm. Therefore, it is imperative to further strengthen the investment in

infrastructure, improve the quality of poverty alleviation, and at the same time, adjust measures to local conditions, deeply explore the characteristic industries, so as to realize the sustainable and innovative development of rural brands in rural revitalization. In addition, we should also accelerate the construction of rural e-commerce system, vigorously promote e-commerce, actively use the Internet, new media, We-media and other media integration technologies, and strive to create and widely promote rural characteristic brands. Based on this, by exploring the development strategies of rural brands under the new situation, we will seek a sustainable development path for the effective connection between rural revitalization and poverty alleviation in China.

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