

# The Mode of Promoting Industrial Targeted Poverty Alleviation through Land Circulation in Western Mountainous Region of China——A Case Study of Luquan Yi and Miao Autonomous County in Yunnan Province

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**Abstract** In the industrial targeted poverty alleviation, land circulation is a key process. Based on the national strategy of targeted poverty alleviation, this paper combined the industrial development of targeted poverty alleviation with land circulation. According to the field survey on the current situation of land circulation and promotion of the industrial poverty alleviation in the typical project area of Zhongping Village in Zhongping Town and Jiaowuying Village in Jiulong Town in Luquan Yi and Miao Autonomous County in Yunnan Province, located in the high mountain canyon area of Jinsha River in the upper reaches of the Yangtze River in the west of China. This paper summarized and analyzed the organization and operation mechanism, basic practices and main results of the land circulation and promotion of industrial poverty alleviation model in the typical project area of the county. It also summarized the innovation and successful experience of the model, and then came up with measures to further promote the implementation of the model, so as to provide necessary reference for the implementation of land circulation and industrial targeted poverty alleviation for the poverty-stricken counties in Yunnan Province and similar provinces (cities, regions).

**Key words** Targeted poverty alleviation, Land circulation, Industrial poverty alleviation, Mode, Luquan Yi and Miao Autonomous County

## 1 Introduction

Land circulation refers to the transfer of land use rights. Farmers transfer the land management right (the right to use land) through subcontracting, transfer, buying shares, cooperation, leasing, and exchange to other farmers or economic organizations such as cooperatives. the right to use contracting in *Opinions on Promoting the Circulation of Rural Land Management Right and Developing Agricultural Moderate Scale Management* issued by the General Office of the CPC Central Committee and the State Council in November, 2014, it clearly stated that land circulation and moderate scale management are the only way to develop modern agriculture, and it stated that we should guide the orderly circulation of rural land management rights, develop moderate scale management of agriculture, accelerate the cultivation of new agricultural management entities, and encourage local expansion of support for family farms, large professional households, farmer cooperatives, leading

enterprises and agricultural social service organizations<sup>[1]</sup>. The *13th Five-Year Plan for Poverty Alleviation* issued by the State Council in November 2016 stated that we support all types of new business entities through land trusteeship, land circulation, order farming, livestock agent breeding, cooperation of land management rights and shares, etc., help poor villages and households establish a stable interest linkage mechanism, enable poor households to obtain direct benefit<sup>[2]</sup>. In addition, it also stated that we should support relocating farmers who have land for resettlement to conduct moderate scale management and develop characteristic industries in many ways such as land circulation<sup>[2]</sup>.

In recent years, the implementation of the policy of targeted poverty alleviation has become a mission of promoting and implementing the 13th Five-Year Plan and comprehensively building a well-off society<sup>[3]</sup>; the *Report to the 19th National Congress of the Communist Party of China* included the targeted poverty alleviation into one of the three key tasks of building a well-off society in an all-round way<sup>[4]</sup>. In the strategy of targeted poverty alleviation, industrial poverty alleviation is the fundamental means to solve the problem of survival and development of poor people, and is the only way to shake off poverty<sup>[5-7]</sup>, ranking first in the "five batches" of China's targeted poverty alleviation strategy<sup>[2, 8]</sup>. In the industrial targeted poverty alleviation, land circulation is a key process. Land circulation promotes industrial targeted poverty alleviation, to promote the optimal allocation of land resources in poverty-stricken areas through the transfer of land contractual management rights in poverty-stricken areas, form moderate scale management, introduce modern agriculture and technology, and help

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the poor through "blood making" industrial poverty alleviation to promote the development of high-quality and characteristic agricultural industries in poverty-stricken areas, which not only increases the income, but also enhances the self-development ability of poverty-stricken households, so as to promote poverty-stricken households to shake off poverty and become rich<sup>[9]</sup>. In terms of specific mechanism, it is necessary to establish a stable interest-linking mechanism with new rural operating entities through vigorously cultivating, introducing and supporting leading agricultural enterprises such as leading enterprises and professional planting cooperatives, and guiding the poor people to adopt new methods such as land circulation, cooperative planting, getting dividends by land share, and increasing income through migrant work, to bring into play the main role of poor households, and encourage poor households to participate in the vertical industrial chain of planting, processing, production, and marketing, jointly develop and expand the superior industries, help poor households increase their income, increase employment opportunities, and improve the production technology level, so as to achieve stable and long-term poverty alleviation. Integrating land circulation into industrial poverty alleviation not only revitalizes rural land resources, but also stimulates the vitality of rural development, so it has become an important measure for targeted poverty alleviation in poverty-stricken areas.

Luquan Yi and Miao Autonomous County in Yunnan Province, located in the alpine valley of Jinsha River in the upper reaches of the Yangtze River in China, is a poverty-stricken county that integrates mountainous areas, agriculture, poverty, ethnic minorities, and old revolutionary areas. It is one of the 73 key counties of national poverty alleviation work. High mountain, deep valley, steep slope, sharp bend, and dangerous road are the basic portrayal of the geomorphology of Luquan County. The mountainous area and alpine mountainous area of the county account for 98.4% of the total area; the highest point in the county is 4 247 m, and the lowest point is 746 m, having the height difference of 3 501 m. The geographical environment and harsh natural conditions of the special alpine valley area have greatly restricted the development of Luquan County, and its poverty is wide and the poverty level is high. Among the 189 village (residential) committees in the county, there are 115 poverty-stricken villages, including 83 deep poverty-stricken villages. In the whole county, there are 26 083 registered poor villages, 91 586 poor people, the poverty rate (the percentage of registered poor population to total population of agricultural households in 2014<sup>[10]</sup>) was up to 22.21%. In recent years, in the anti-poverty work, Luquan County has closely focused on the national strategy of targeted poverty alleviation, vigorously developed industrial poverty alleviation, and made remarkable achievements in poverty alleviation. Through in-depth exploration, Zhongping Town and Jiulong Town in Luquan County have actively explored and innovated, and have developed a road to promote the industrial targeted poverty alleviation, forming an obvious characteristic model and playing an im-

portant role in achieving targeted poverty alleviation.

Based on the national strategy of targeted poverty alleviation, this paper combined the industrial development of targeted poverty alleviation with land circulation. According to the field survey on the current situation of land circulation and promotion of the industrial poverty alleviation in the typical project area of Zhongping Village in Zhongping Town and Jiaowuying Village in Jiulong Town in Luquan Yi and Miao Autonomous County in Yunnan Province, it summarized and analyzed the organization and operation mechanism, basic practices and main results of the land circulation and promotion of industrial poverty alleviation model in the typical project area of the county. It also summarized the innovation and successful experience of the model, and then came up with measures to further promote the implementation of the model, so as to provide necessary reference for the implementation of land circulation and industrial targeted poverty alleviation for the poverty-stricken counties in Yunnan Province and similar provinces (cities, regions).

## 2 Current situations of promotion of targeted industrial poverty alleviation through land circulation in typical project area of Luquan County

In recent years, Luquan County has steadily promoted comprehensive rural reform, gradually established a service system for rural land management rights transfer transaction, and steadily promoted rural land management rights transfer leasing, mortgage financing, rural land management rights transfer and development of agricultural moderate scale management. In the beginning of 2017, Luquan County issued *Scheme for Implementing the Promotion of Circulation of Rural Land Management Right and Development of Agricultural Moderate Scale Management* [Lu Ban Fa[2017]No. 1], to make the land circulation have the laws to comply with. Besides, it also issued *Implementation Scheme for Centralized Land Circulation for Poverty-stricken Households in Luquan Yi and Miao Autonomous County (for Trial Implementation)* (Lu Zheng Ban [2017]), to actively guide registered poor households to transfer land to develop industries, so as to stably increase their income. According to the statistics of Luquan County Agricultural Bureau, there are 107 918 households contracting land, and the area of cultivated land for household contracting is 23 075.67 ha. By September 30, 2018, it completed a total area of circulation of 12 524.27 ha (44 616 pieces), accounting for 54.3%, of which the total land circulation area was 2 017.65 ha (7 640 pieces) in 2018. In the total area of circulation, it subcontracted 5 776.07 ha (23 429 pieces), rented 5 363.73 ha (16 919 pieces), exchanged 314.07 ha (2 094 pieces), transferred 325.53 ha (1 248 pieces), and other methods realized land circulation of 744.87 ha (926 pieces). The whole county involved 24 village committees with circulation area of land scale management greater than 20 ha, the number of inflow enterprises reached 20, the circulation period was 5–16 years, and all circulations were long-term circulation. In the process of circulation, the contract template with limited

standard was used. Through various forms, it has promoted excellent land circulation practices, and guided more farmers and social capital to actively participate in, to accelerate the county's rural land management rights in accordance with the law and orderly circulation, promote the healthy development of modern agriculture, increase income and realize poverty alleviation. In the process of many towns promoting the land circulation to develop characteristic industries, a number of typical land circulation projects with characteristics and effectiveness have emerged, such as the development of special vegetable cultivation projects in Zhongping Village of Zhongping Town and the development of *Panax notoginseng* industry in Jiaowuying Village of Jiulong Town.

**2.1 Current situations of Zhongping Village in Zhongping Town** Zhongping Village, located in the center of Luquan County, is the location of the market town of Zhongping Town. It is 56 km away from the county, with a land area of 20.3 km<sup>2</sup> and an elevation of 2 120 m. The annual average temperature is 20°C. It belongs to the plateau cold and flat dam area, with small flat dam and hillside in the territory as main land form, and the annual precipitation is 1 100 mm. There are 459 households (1 858 people) in the village, including 1 750 agricultural population and 926 rural laborers, and 12 villager groups under the jurisdiction. In Zhongping Village, there are 104 registered poor households (355 people). The cultivated land area of the village is 85.33 ha, the per capita cultivated area is 0.045 9 ha, the existing forest land is 673.33 ha, and the per capita forest land is 0.362 4 ha. It mainly plants maize and tobacco. The characteristic industries include vegetable, pepper, Enoki mushroom, flower, and radish.

In order to actively promote the modernization process of Zhongping agriculture, effectively promote the large-scale operation of industrialization, realize the income increase of Zhongping farmers, and actively promote land circulation, Zhongping Village has transfer 13.33 ha land to Yunnan Qinghuan Agricultural Technology Co., Ltd. to build a rough pepper processing factory, and transferred 24.33 ha land to Luquan Zhuoyue Agricultural Development Co., Ltd. To build 2.67 ha greenhouses, and one vegetable distribution center 1 (0.13 ha); transferred 2.00 ha land to Lingkun Edible Fungus Planting Co., Ltd. to build 1.33 ha edible fungus planting greenhouse. The circulation period for the above three companies was ten years; it transferred 5.33 ha land to Wozhonghua Flower Company, to build 3.33 ha greenhouse, and the circulation period was 20 years. At present, Zhongping Village committee has circulated 67.20 ha of land, 856 people did migrant work, and 115 registered poor people. Through land circulation, it has promoted 104 households (361 people).

The 13.33 ha of land circulated to Yunnan Qinghuan Agricultural Technology Co., Ltd. had 10 years of circulation, the land circulation fee was annually 10 500 yuan/ha, to conduct modern agricultural development with vegetable planting as the major task. Following the principle of "setting good example to farmers, guiding farmers to do, and helping farmers to increase income", it is mainly engaged in the cultivation, promotion, pro-

cessing and sales of vegetables such as peppers and peas, as well as industrial cannabis. The implementation of this project has driven 60 households and more than 200 farmers. In 2018, the company acquired about 400 t of pepper and the output value was about 11 million yuan. The main body involved is the Zhongping Village Party Branch, the leading enterprise Yunnan Qinghuan Agricultural Technology Co., Ltd., and the Luquan Nongfeng Planting Cooperative established by Zhongping Village Party Branch and the farmers. It adopts "Party Branch + leading enterprise + cooperative + farmers" operation mode; the enterprise is responsible for investing in funds and technology; Luquan Nongfeng Planting Cooperative provides services for the enterprise and is responsible for contacting the farmers, to promote the adjustment of the agricultural industry structure; the farmers provide land; the village committee provides coordination services for enterprises and farmers, to promotes the economic and social development of local area.

**2.2 Current situations of Jiaowuying Village in Jiulong Town** Jiaowuying village committee has a total land area of 30.7 km<sup>2</sup> and governs 10 natural villages with a total of 13 villager groups. It holds 602 households (2 337 people), owns 2 817.00 ha of forest land and 265.00 ha of cultivated land. The per capita cultivated land is 0.1134 ha, mainly planting maize, *Angelica sinensis*, flue-cured tobacco, barley, potato, *Phaseolus lunatus* Billb. ex Beurl. The industrial crops mainly include flue-cured tobacco and Chinese herbal medicines (*P. notoginseng*, *Lepidium meyenii* Walp, *Angelica sinensis*, etc.), economic trees and fruits and so on. There are 80 registered poor households (257 people) in Jiaowuying Village.

The large scale land circulation project for *P. notoginseng* base in Jiaowuying Village relies on the efficient mode of "Party Branch + leading enterprise + base + farmers". In 2016, with the in-depth development of poverty alleviation work, through introduction by Kunming Investment and Investment Co., Ltd., a municipal-level assister, Jiaowuying Village introduced Kunming Wuliang Yaogu Chinese Herbal Medicine Co., Ltd. into the village to build a new Chinese herbal medicine (*P. notoginseng*) planting base. The company invested more than 210 million yuan to build the largest *P. notoginseng* planting base in Yunnan Province. Taking the construction of the party branch as the starting point, with the coordination of the party general branch of Jiaowuying Village, relying on the investment of enterprise Kunming Industrial Development Investment Co., Ltd., it built the base. In the same year, the company concentrated the land circulation of 172.20 ha, and in 2017, the base scale was expanded and re-circulated 218.20 ha of land, realizing a total of 388.40 ha in two times. The company provided the rent of 10 800 yuan/ha annually, and made a lump-sum compensation for three years. 572 households (2 205 people) got benefit, covering 82.5% registered poor households (66 households, 214 people, 31.60 ha) in the whole village. In October 2018, 4.12 ha of land was again transferred to 4.12 ha to Kunming Investment and Investment

Co., Ltd., and renewed the circulation agreement for another 20 years, to develop characteristic industry such as cherry. Besides, it is planned to transfer the land to 173.33 ha in March 2019 to Kunming Investment and Investment Co., Ltd., planted cherries and *Paris polyphylla*, the acceleration of land circulation will steadily promote the economic development of Jiaowuying village and lay a good foundation for the long-term stable income increase.

During the operation of the enterprise, the required labor force will give priority to the farmers who have transferred land and the villagers of Jiaowuying Village. The peak period of employment, especially during the harvest of *P. notoginseng*, about 200 farmers were employed. Through working in the enterprise, farmers could earn 70 yuan daily. If the farmers carry out the base guard management, each household can receive 60 000 yuan of labor remuneration annually. This model involves the party branch, enterprises, bases and farmers. The party branch of the village committee is responsible for the land circulation, employment and other coordination services for the enterprise. The enterprise is the land renter and the person responsible for the base, developing production and solving the local farmers, and imparting the advanced production management technology to farmers, and the farmers are land leasers and base workers, and they obtain labor compensation through work to the enterprise and learn new production techniques. Jiaowuying Village established a linkage mechanism between poor households and enterprises, helping enterprises to adopt technical training, land circulation, and labor transfer through the base, which will not only increase the income of farmers, but also bring new agricultural production techniques and production concepts to local villagers, so that households could shake off poverty from both ideas and technologies, and realizing stable income increase. In recent years, through the leadership of party branch, the demonstration of party members, the promotion of cooperatives, and the support of industrial bases, Jiaowuying Village vigorously developed the cultivation of Chinese herbal medicine *P. notoginseng*, achieving the promotion of poverty alleviation and grassroots party building.

### 3 Organization and operation of typical land circulation project area in Luquan County

#### 3.1 Organization mechanism of land circulation projects in Zhongping Village of Zhongping Town

**3.1.1** Early formation and implementation of land circulation project The land circulation project of Zhongping Village attracted investment through the town government, village committees and village groups, then enterprise makes field survey, the competent authorities of Zhongping Town government approves the implementation. The main work of Zhongping Village Committee is to hold the mass meeting, introduce the project background and prospects, analyze and evaluate in advance, guide public opinion, accurately verify the land area, to ensure the land circulation project is implemented smoothly.

With the approval of the villager assembly, Zhongping Village organized the villagers, the enterprise, and the village committee to measure the land. After confirmation by the three parties, they signed the land transfer contract, paid the land transfer fund according to the contract, and stipulated that the enterprise should give priority to the villagers who transferred their land and registered the poverty when employing workers. At ordinary times, the enterprise solves the employment problem through autonomous employment, and asks the village committee for labors in high demand of workers, then the village committee solves the problem through the labor consultation company at its discretion.

**3.1.2** Promotion and mobilization organization in the project implementation process. In the implementation of the project, Zhongping Village used the mass meeting to convene the farmers to carry out policy propaganda, and the leaders of Zhongping Town conducted policy interpretation. The representatives of the enterprise were invited to demonstrate the economic benefits generated after the land circulation, to actively mobilize the farmers to participate in the land circulation. In the organization and mobilization, the government and the village collective pay attention to the explanation to villagers about land-related laws and regulations, and disseminate and mobilize through the analysis of the traditional crop production value and land circulation benefits, further eliminating the villagers' doubts about land circulation.

**3.1.3** Integration of project funds involved in land circulation. The fund for industrial poverty alleviation involved in the land circulation project comes from the fund of 2 500 yuan for each registered poor farmer raised by the higher level government. The enterprise shareholder meeting decided to apply to the town government. With the approval of the town government, the enterprise provided the equivalent fixed assets mortgage to sign the agreement, and Nongfeng Planting Cooperative established by the Party General Branch of Zhongping Village invested three times to Yunnan Qinghuan Agricultural Technology Co., Ltd., and supervises the operation status of the company. Following the principle of "county making overall guidance, town combining the actual situations, and village respecting the masses" and taking the idea of "changing resources to assets, funds to stocks, and farmers to shareholders", it put 495 000 yuan of industrial development support fund from Zhongping Village committee and 382 500 yuan of industrial development support fund from Andongkang Village committee to Yunnan Qinghuan Agricultural Technology Co., Ltd. and Yunnan Huifeng Shennong Baike Agricultural Development Co., Ltd for operation management, and divide bonus at the 10% of annual yield to registered poor households, and the rest 6.44 million yuan development funds were put to government platform company Luquan Yunong Company, and divide the bonus at the 10% of annual yield to registered poor households.

**3.1.4** Situation of guarantee, supervision and responsibility mechanism of land circulation projects. The industrial support funds are provided by the enterprise to provide equivalent fixed assets as guarantees to ensure the safety of funds. The agricultural

department of the Zhongping Town government, the village party general branch cooperative, and the village supervision committee will conduct timely supervision according to the operation of the enterprise.

### 3.2 Operation mechanism of land circulation projects in Jiaowuying Village of Jiulong Town

**3.2.1** Early formation and implementation of land circulation project. The land circulation of Jiaowuying Village of Jiulong Town mainly adopts "government guiding and masses voluntarily participating". The town government should implement propaganda and coordination service work, and complete the land right confirmation, to lay a data foundation for supervision. The land circulation project is led by Kunming Industrial Development & Investment Co., Ltd., surveyed by Kunming Wuliang Yaogu Chinese Herbal Medicine Co., Ltd., and coordinated by town government, following the voluntary principle of farmers. The village committee should do a good job of ideas of the farmers, determine the circulation scope and area confirmation work, and coordinate the implementation of projects.

**3.2.2** Promotion and mobilization organization in the project implementation process. In the implementation of land circulation, Jiaowuying Village mainly took the village committee as the main subject, held the mass mobilization meeting, to propagate the project development prospects and land circulation rent, and guide farmers to voluntarily circulate land. Besides, it did a good job in mobilizing and organizing villagers in many ways. (i) Helping the villagers calculate the income from planting through visit and interview. (ii) Bringing into play the demonstration role of village cadres and party members, and taking the lead in signing the land circulation agreement with the company. Party members take the lead and village cadres follow. One level leads one level, and one household drives one household, to realize centralized land circulation. (iii) Coordinating leading enterprises to ensure the priority employment rights of farmers who have transferred their land. In terms of work, the village committee surveyed and sorted out the workforce of the whole village. After mastering the first-hand information, the village-level labor service company communicated with the enterprise, grasped the recent labor demand information, and organized the farmers' employment in an orderly manner. In addition, after the completion of the project, the employment notice will be posted in the surrounding villages to guide idle labor to the base. As to coordinating land circulation management, townships and towns will standardize contractual management based on the newly completed land confirmation data this year, so that farmers can be rest assured of the land circulation.

**3.2.3** Integration of project funds involved in land circulation. The large-scale land circulation project implemented in Jiulong Town has invested more than 210 million yuan in Kunming Wuliang Yaogu Chinese Herbal Medicine Co., Ltd. in Jiaowuying Village, and built the largest *P. notoginseng* planting base in Yunnan Province. The land circulation rent is paid in full by Kunming Wuliang Yaogu Chinese Herbal Medicine Co., Ltd., and is

distributed by the village committee and distributed directly to the farmers.

**3.2.4** Situation of guarantee, supervision and responsibility mechanism of land circulation projects. The land circulation project in Jiaowuying Village is continuously improved by the Jiulong Town government under the guidance of Luquan County Agricultural Bureau. Kunming Wuliang Yaogu Chinese Herbal Medicine Co., Ltd. signs a written land circulation agreement with the farmers, agrees on the rent payment method, and the village committee supervises the whole process to ensure that the rent is paid in time.

## 4 Basic practice of land circulation in typical project area of Luquan County

### 4.1 Basic practice of Zhongping Village in Zhongping Town

**4.1.1** Relying on land circulation and bringing into play the main role of poor households, to promote the diversification of farmers' income-increasing channels. Zhongping Village constantly develops "Party Branch + leading enterprise + cooperative + farmers" operation mode, namely, "Party Branch + leading enterprises (cooperatives, able persons, and large households) + investment mode (funds, technologies, land, and shareholding) + registered poor households", energetically cultivates, introduces, and supports new types of agricultural management entities, and encourage poor people to establish a stable interest connection mechanism with new rural business entities through land circulation, farmer buying shares, and cooperative management, to jointly develop and strengthen superior characteristic industries. Besides, Zhongping Village introduces funds, technology, management, and export resources, products, and services to help poor households increase their incomes and shake off poverty. In addition, Zhongping Village integrates the land, labor, and poverty alleviation funds, and brings into play the main role of poor households through the methods of circulation rent, cooperative planting, share dividends, and increasing income, to avoid the marginalization of poor households, and allowing poor households to participate in vertical industrial chain of planting, processing, and production, and sales, so as to form a stable interest linkage relationship.

**4.1.2** Taking the leading enterprise as the leader and strengthening the training of farmers, to promote the endogenous power of poor households. Zhongping Village consolidates the "Party Branch + leading enterprise + cooperative + farmers" operation mode, and makes statistics, classification, and packaging design of agricultural products produced by Yunnan Qinghuan Agricultural Technology Co., Ltd., Luquan Zhuoyue Agricultural Development Co., Ltd., Wozhonghua Flower Company, and Lingkun Edible Fungus Planting Co., Ltd., to increase product added value, and expand sales channels. Zhongping Village continues to takes the leading enterprises as the leader, promotes the orderly land circulation, and establish a stable interest linkage mechanism and asset cooperation relationship with the farmers. Zhongping Village strengthens the training of farmers, the participation of poor house-

holds, steadily improves the organization level of farmers, encourages farmers with culture and good management to transfer land to develop moderate scale operation, improve farmers' planting techniques, and train a group of new agricultural development leaders, strengthen production management, professional skills and social service capabilities, and promote the endogenous power of poor households.

**4.1.3** Stressing the income generation ability of farmers as the core, avoiding planting risks of farmers, and making innovation in the cooperative planting channels. Yunnan Qinghuan Agricultural Technology Co., Ltd. actively adopts the "Party Branch + leading enterprise + cooperative + farmers" operation mode, actively organizes the farmers for observation, study and exchanges; improves the farmers' awareness of investment, risk, science, quality, and responsibility, and conducts capacity construction training; signs planting agreements with farmers to provide seedlings, pesticides and fertilizer, determines the reserve price (1.5 yuan/kg), to ensure product recycling, and holds production summary meeting to commend advanced planting households.

In order to effectively resist the risks of agricultural industry chains such as seedlings, pesticides, fertilizers, agricultural machinery, warehousing, logistics and sales, Yunnan Qinghuan Agricultural Technology Co., Ltd. introduces various management and technical talents to implement policy and commercial insurances for planting and breeding products in line with uncontrollable natural disasters such as frost, hail and floods. This will alleviate the economic losses of farmers in the face of disasters, effectively enhance the ability of farmers to resist and prevent natural risks, enhance the ability of crops to resist various disasters, and relieve the worries of farmers. Qinghuan company gradually improves the management and operation mechanism to broaden the marketing channels, and it has established extensive contacts with foreign counterparts, forming a marketing network covering Shanghai, Changsha, Chengdu and even Thailand and Malaysia. Qinghuan Company has built a 0.13 ha pepper processing plant and cold storage to promote the organic combination of primary and secondary production, which lays a foundation for higher marketing profits and makes it become a modern agricultural enterprise integrating production, supply and marketing, and capable of self making blood and radiating and driving other enterprises.

**4.1.4** Relying on the advantages of regional resources to explore the development path of vegetable planting demonstration agriculture with plateau characteristics. Relying on the land circulation, Zhongping Village committee has explored a development path of vegetable planting demonstration agriculture industry with plateau characteristics. The path improves the poverty alleviation achievement, realizes rapid development of characteristic agriculture, and is effectively connected with the rural revitalization. It brings into full play to the advantages of rich resources in village, changes the situation of single industrial structure and difficult adjustment, forms a strong pillar industry, accelerates the adjustment of agricultural industrial structure, and works hard to identify the pro-

ject, introduces the enterprise, to connect with the market, package the brand, and promote the industry. The formation of an industrial chain has laid a solid foundation for the poor people to get rid of poverty and become rich.

## **4.2 Basic practice of Jiaowuying Village in Jiulong Town**

**4.2.1** Relying on land circulation and bringing into play the main role of poor households, to effectively drive poor households to get rid of poverty. The large scale land circulation project for *P. notoginseng* base in Jiaowuying Village relies on the efficient operation mode of "Party Branch + leading enterprise + base + farmers". This mode sticks to the principle of voluntariness of farmers; Kunming Wuliang Yaogu Chinese Herbal Medicine Co., Ltd. is responsible for surveying and determining the land circulation area; the Party Branch is responsible for taking the lead; the village committee is responsible for assisting the land circulation; farmers who transfer their land will be qualified to work in the base. Jiaowuying Village takes the acceleration of land circulation as an major measure for transforming agricultural development mode and boosting the targeted poverty alleviation work. It sticks to the principle of voluntariness and compensation, guides the villagers to transfer land in a standardized and orderly manner, and contract the land to new types of cooperative organizations for large-scale planting. At the same time, it organizes poor households to work on the transferred land, achieving a double harvest of "land rent + work", increasing the distribution ratio of farmers in land value-added income, optimizing the income structure of farmers, broadening the channels for farmers to increase income, and finally it has explored a road of promoting the targeted poverty alleviation through land circulation. The construction of the *P. notoginseng* base accelerates the circulation of land management rights of farmers, and the area of land circulation in Jiulong Town reached 1 041.73 ha. Calculated at the annual rent of 10 500 yuan/ha, the annual rental income of 4 152 farmer households in the town is 10.938 2 million yuan. The *P. notoginseng* planted by Jiaowuying Village committee involves 8 village groups, benefits 572 households and 2 205 people, including 66 registered poor households (214 people), the per household realizes increase of income up to 7 342 yuan annually.

**4.2.2** Relying on the advantages of regional resources and bringing into play the value of land, to realize the scale development of characteristic industries. Kunming Industrial Development & Investment Co., Ltd. practices the social responsibility of state-owned enterprises. With the aid of the strategy of poverty alleviation, it has explored a path for industrial poverty alleviation and promoted poverty-stricken villagers to get rich. Through many times of field surveys and investigations and careful consideration of the development of *P. notoginseng* industry, Kunming Industrial Development & Investment Co., Ltd. invested nearly 200 million yuan to transfer 400.00 ha of land in the deep mountains of Jiulong Town at an altitude of 2 450 m, and planted *P. notoginseng*, solved the problems of land reclamation, uncultivated land, and land fragmentation, and realized the effective value increase

of rural land. The *P. notoginseng* base of Jiaowuying Village is the largest *P. notoginseng* base in the county, in Kunming City, or even in the whole Yunnan Province. The company has only one goal: to help the local villagers increase their income, make *P. notoginseng* industry blossom in Jiulong Town, enlarge and strengthen the Kunming *P. notoginseng* industry, and build the largest planting base of Kunming.

**4.2.3** Taking the Party branch as the leader and ensuring the priority employment rights of farmers who have transferred their land, to realize the goal of farmers working nearby and increasing income. From renting land from farmers, land leveling, to planting *P. notoginseng* pile and putting up shelter, and cultivating *P. notoginseng* seedlings, at least 1 000 local villagers and workers work in the field every day. This is a microcosm of the working status of the *P. notoginseng* base in Jiaowuying Village. The development of leading enterprises promotes the upsurge of the surrounding people's Chinese herbal medicines and vegetable industrialization planting, and farmers will no longer be willing to go out to work, and they can earn money by staying at their hometown. Through the leadership and coordination of the Party branch, the employment of the *P. notoginseng* base first guarantees the priority employment rights of the local farmers who have transferred land and the registered poverty-stricken households, and imparts advanced production management techniques to the farmers. In this way, it not only increases the income of the farmers, but also brings new production techniques and production concepts of modern agriculture to local villagers, helping poor households get rid of poverty in both ideas and technologies and achieve stable income increase. Leading enterprises and cooperatives in Jiulong Town have adopted the method of recruiting nearby workers, and solved the employment of about 2 375 farmers (including 375 registered poor people). Calculated at daily income of 70 yuan per person (200 d in the whole year), the income of farmers increased about 33.25 million yuan, which not only realizes the land circulation, but also liberates the labor from the traditional farming, and achieves a win-win goal of going out to work and employment at home.

## 5 Main achievements of land circulation in typical project area of Luquan County

**5.1 Promoting large-scale intensive management of rural land, improving land use value, and increasing the benefits significantly** The implementation of the land circulation project of Zhongping Village has promoted intensive and efficient use of land and improved large-scale management; after the land circulation, the traditional cultivation habits of the villagers have changed, reducing the use of traditional pesticides and fertilizers; farmland irrigation facilities have promoted the improvement of the ecological environment and increased the value of land use. Besides, it increased the agricultural operation benefits, provides more development projects and jobs for farmers, and increases the income channels and increases the benefits significantly.

Through circulating idle land, Jiaowuying Village has improved the utilization rate and land value of agricultural land, improved the agricultural production conditions in the project area, and improved farmers' planting awareness, realized the large-scale development of the *P. notoginseng* industry, and cultivated new economic support, and promoted surrounding farmers to develop emerging industries. Through the construction of field road network and irrigation facilities in the project area, it has improved the agricultural production conditions in the project area and further promoted the adjustment of the industrial structure of the whole town. In accordance with the working principle of "gathering small land parcels to form large land area, and changing multiple land parcels to whole land blocks", on the basis of fully respecting the wishes of the people, starting from the purpose of using farmers as the main body and implementing large scale management, according to the intentions of farmers and the dependence on land, it promoted the land circulation in an orderly manner, increased the income of farmers, improved the large scale management level, and avoided the waste of idle land resources. The paid circulation of land management rights has promoted the moderate scale land operation, attracting new cooperative entities such as powerful cooperatives and leading agricultural enterprises to actively join, develop characteristic agricultural industries, and increase the added value of land.

**5.2 Effectively releasing the rural labor force and realizing working nearby** Through the land circulation, Zhongping Village broke the traditional planting structure based on maize and potato in the past, and promoted the poor households to work together to increase their income. For farmers, relying on their own traditional small-scale agricultural production to obtain agricultural income is far from enough to support the normal consumption level of the family. Through land circulation, the employment structure of the labor force is optimized, the employment environment is changed, and the effective transfer of labor is promoted. Zhongping Village fully mobilized the poor households to participate in the development of the village collective economic industry by means of land circulation and working nearby, to achieve the transfer of the local people to the local employment, so that the poor households can truly enjoy the benefits brought by the industrial assistance.

For Jiaowuying Village, the land circulation, on the one hand, enables farmers to obtain the circulation funds. On the other hand, it release a large number of surplus rural laborers, including 619 migrant workers, and 244 local laborers were employed to enable farmers to work at home town and participate in the enterprise development. The establishment of *P. notoginseng* base realizes the goal of "letting parents stay at hometown and increasing their income in local areas". Furthermore, women and elderly people could earn 70 yuan daily through working nearby, which solves the working problem of left-behind people.

**5.3 Promoting the innovation of agricultural operation mechanism** Zhongping Village constantly develops Party

Branch + leading enterprise + cooperative + farmers" operation mode, while Jiaowuying Village sticks to "Party Branch + leading enterprise + base + farmers" mode. In other words, both typical project areas adopted the mode of namely, "Party Branch + leading enterprises (cooperatives, able persons, and large households) + investment mode (funds, technologies, land, and shareholding) + registered poor households". The company signs the land circulation contract with the farmers, vigorously developed the characteristic planting industry, and established a modern agricultural production base, which promoted the innovation of the agricultural operation mechanism.

#### 5.4 Bringing into play the main body role of poor households, realizing significant effect of helping poor people get rid of poverty, and promoting increase of farmers' income by many channels

The implementation of land circulation project has helped 104 households (361 people). Specifically, 13.33 ha land leased to Yunnan Qinghuan Agricultural Technology Co., Ltd. was mainly to develop vegetable planting such as peppers var. fasciculatum, which promoted 60 poor households (more than 200 people) and promoted labor transfer. In 2018, it harvested 400 t of peppers, realized the output value of 11 million yuan. Through land circulation, farmers obtained four kinds of income: land rent, work, in the base, cooperative planting, and dividend share. The average land circulation fund is about 340 yuan/person annually, the work income is 60–100 yuan/d, and the cooperative planting is about 22 500 yuan/ha. The dividend share is about 250 yuan/person. Practice shows that many poor households have significantly increased their family operation income, wage income and property income through land circulation. In addition to the follow-up of other assistance measures, by the end of 2018, the registered poverty-stricken households in the village have successfully shaken off poverty, the incidence of poverty at the village

level dropped to 0%. According to the results of the field survey of 10 poverty-stricken households driven by Qinghuan company in Zhongping Village listed in Table 1, the average proportion of total net income of land circulation to total family net income was 21.54%, the highest proportion was 61.69%, showing prominent poverty reduction effect.

The implementation of centralized land circulation in Jiaowuying Village not only increased the land asset income of some poor households, but also increased the work income of the poor households. Through centralized land circulation of Kunming Wuliang Yaogu Chinese Herbal Medicine Co., Ltd., the area of land circulated only in Jiaowuying village committee reached 388.40 ha, involving 805 households (including 66 registered poor households). The area of land circulated by each household was 0.706 7 ha, and the income from land circulation was 7 632 yuan. At present, the incidence rate of poverty in Jiaowuying Village is 0.51%, so the village has met the criterion of getting rid of poverty. The project benefits 8 village groups of Jiaowuying Village committee, 572 households and 2 205 people, including 66 registered poor households (214 people), the per household realizes increase of income up to 7 342 yuan annually. With the substantial increase in the income of farmers, many farmers have built new houses, and some families have also bought vans and the quality of life has been greatly improved. According to the results of the survey of 16 poverty-stricken households in Jiaowuying Village listed in Table 2, the average proportion of total net income of land circulation to total family net income was 42.09%, the highest proportion was 91.02%. Through the implementation of land circulation, many registered poor households have successfully shaken off the poverty in 2018, showing significant effect of helping the poor people get rid of poverty and promoting increase of farmers' income by many channels.

**Table 1** Survey of land circulation income of some poor households in Zhongping Village of Zhongping Town in 2018

Number of households surveyed	Number of family members person	Name of villager group	Total family net income in 2018//yuan	Family net income per capita in 2018//yuan	Total land circulation area in 2018//ha	Net income of land circulation mode in 2018//yuan				Total net income of land circulation in 2018//yuan	Proportion of total net income of land circulation to total family net income//%
						Land rent	Net income from working in enterprise	Income from cooperative planting	Dividend share		
No. 1	1	Anbaokang	7 640.1	7 640.1	0.139 3	1 463	2 000	1 000	250	4 713	61.69
No. 2	4	Anbaokang	25 640.0	6 410.0	0.403 3	4 235	0	0	1 000	5 235	20.42
No. 3	6	Anbaokang	48 241.3	8 040.2	0.357 3	3 752	3 000	0	1 500	8 252	17.11
No. 4	3	Zimushang	17 832.7	5 944.2	0.040 0	420	4 000	0	0	4 420	24.79
No. 5	6	Zimushang	26 312.9	4 385.5	0.138 0	1 449	4 000	0	1 500	6 949	26.41
No. 6	1	Zimuxia	6 760.2	6 760.2	0.097 3	1 022	800	0	0	1 822	26.95
No. 7	4	Zimuxia	20 498.6	5 124.7	0.191 3	2 009	1 000	0	0	3 009	14.68
No. 8	2	Zimuxia	14 359.4	7 179.7	0.064 7	679	1 200	0	500	2 379	16.57
No. 9	3	Zimuxia	23 949.2	7 983.1	0.272 7	2 863	2 000	0	750	5 613	23.44
No. 10	4	Zimuxia	24 932.0	6 233.0	0.159 3	1 673	1 500	0	1 000	4 173	16.74
Mean value of 10 households	34		216 166.4	6 357.8	1.863 3	19 565	19 500	1 000	6 500	46 565	21.54

**5.5 Improving the ideas and endogenous development motivation of poor people, realizing sustainable poverty alleviation and income increase** Through land circulation, the local infrastructure and public services in Zhongping Village have been

further improved. Villages compare villages, and households compare households, then it motivates the endogenous power of the farmers. Through working in enterprises and various types of training, the skills of the poor labor force have been further im-



proved, which in turn has brought about changes in ideas, production methods, lifestyle and improvement of quality of life of

poor farmers, effectively motivating the endogenous power of poor households.

**Table 2 Survey of land circulation income of some poor households in Jiaowuying Village of Jiulong Town in 2018**

Number of households surveyed	Number of family members person	Name of villager group	Total family net income in 2018//yuan	Family net income per capita in 2018//yuan	Total land circulation area in 2018//ha	Net income of land circulation mode in 2018//yuan		Total net income of land circulation in 2018//yuan	Proportion of total net income of land circulation to total family net income//%
						Land rent	Net income from working in <i>P. notoginseng</i> base		
No.1	4	Shudeka	26 559.2	6 639.8	0.726 7	7 848	3 500	11 348	42.73
No.2	4	Shudeka	44 800.0	11 200.0	0.566 7	6 120	6 000	12 120	27.05
No.3	3	Shudeka	18 177.0	6 059.0	1.346 7	14 544	2 000	16 544	91.02
No.4	4	Shudeka	24 680.0	6 170.0	0.566 7	6 120	0	6 120	24.80
No.5	5	Shudeka	46 920.0	9 384.0	1.753 3	18 936	0	18 936	40.36
No.6	4	Shudeka	30 801.2	7 700.3	0.933 3	10 080	0	10 080	32.73
No.7	4	Shudeka	48 334.7	12 083.6	1.073 3	11 592	20 000	31 592	65.36
No.8	4	Shudeka	34 040.8	8 510.2	0.840 0	9 072	8 400	17 472	51.33
No.9	4	Zhengjia	35 160.0	8 790.0	0.273 3	2 952	6 900	9 852	28.02
No.10	2	Zhengjia	13 880.0	6 940.0	0.540 0	5 832	2 000	7 832	56.43
No.11	4	Zhengjia	38 912.0	9 728.0	0.646 7	6 984	9 800	16 784	43.13
No.12	5	Zhengjia	44 039.5	8 807.9	0.313 3	3 384	12 000	15 384	34.93
No.13	3	Zhengjia	14 881.6	4 960.5	0.106 7	1 152	5 300	6 452	43.36
No.14	4	Zhengjia	21 534.4	5 383.6	0.620 0	6 696	2 800	9 496	44.10
No.15	1	Xuewuka Group 2	17 700.0	17 700.0	0.640 0	6 912	0	6 912	39.05
No.16	5	Xuewuka Group 2	34 724.0	6 944.8	0.713 3	7 704	3 800	11 504	33.13
Mean value of 16 households	60	0	495 144.4	8 252.4	11.660 0	125 928	82 500	208 428	42.09

The land circulation of Jiaowuying Village liberated the farmers' ideas, drove the surrounding farmers to develop the industry, improved the endogenous development capacity of the farmers, and comprehensively improved the level of infrastructure construction. The establishment of *P. notoginseng* base not only brings resources and funds, but also introduces talents with technology, operation and management; not only realizes land circulation, but also liberates the labor from traditional farming, and provides unified training of farming techniques for farmers, achieving a win-win of going out to work and employment at home, and realizing sustainable poverty alleviation and income increase.

**5.6 Promoting social harmony and stability** Through the land circulation, the special social groups without the ability to work, such as the old, the weak, the sick, and the disabled, are no longer marginalized and vulnerable people who are "unemployed and unable to get rid of poverty". They also have the opportunity to obtain land rent, dividend share, and work nearby, the opportunity to increase income at home, accordingly stabilizing the family's demographic structure, enhancing social stability, and avoiding the problem of no dependence for empty-nest old people and absence of family education for left-behind children.

**5.7 Promoting the development of local characteristic industries and increasing the industrial benefits** The land circulation of Zhongping Village has brought into play the advantages of local land, climate and location, and has developed distinctive industries such as peppers, vegetables and flowers. Relying on the advantages of geographical resources, Jiaowuying Village vigorously promoted the cultivation of Chinese herbal medicine *P. notoginseng*,

making *P. notoginseng* base of the village become the largest *P. notoginseng* planting base in the county, and the largest single planting base in Kunming City, or even in the whole Yunnan Province. The large-scale land circulation has effectively promoted the adjustment of the agricultural industrial structure, realized the increase of farmers' income, the improvement of quality and efficiency of agriculture, and effectively enhanced the industrial benefits.

## 6 Innovation of the mode in promotion of industrial poverty alleviation through land circulation in Luquan County

**6.1 Bringing into play the main role of poor households in land circulation, to orient industrial poverty alleviation to poor households** Land circulation promotes the industrial targeted poverty alleviation, brings into play the main role of poor households, avoids the marginalization of poor households, promotes the diversification of farmers' income-increasing channels, increases the training of farmers, enhances the internal motivation power of poor households, and establishes and improves the industrial targeted poverty alleviation mechanism oriented towards poor households.

**6.2 Supporting the development of regional pillar industries in poverty-stricken areas relying on land circulation** According to the local natural, climatic, resource and other endowments, it is recommended to adapt to local conditions, combine the advantages and disadvantages, strengthen the guidance and sustainable development of the agricultural industry, give full play to its

location, transportation, resource advantages and market demand, and develop characteristic industries with distinct effects on the income increase of poor households, so as to form a scale effect.

**6.3 Strengthening the endogenous motivation power of poor households through technical training, to realize "blood making" type poverty alleviation** It is recommended to strengthen the autonomy of poor households, change the idea of "asking me to get rid of poverty" to "I want to get rid of poverty", break the constraint of idea of "lazy and unwilling to get rid of poverty", and gather the powerful force of poverty alleviation. At present, it is required to improve the ability of poverty management in poverty-stricken areas, reduce the number of poor people, enhance the endogenous development momentum of the poor, help them get rid of poverty, and also prevent them from returning to poverty. In addition, it is recommended to encourage farmers with knowledge, good at management and operation to circulate land and develop moderate scale operation, improve their planting technique, realize the sustainability of poverty alleviation, stimulate the enthusiasm, initiative, and creativity of poor people, to realize the change of "blood transfusion" type poverty alleviation to "blood making" poverty alleviation. Special social groups such as the old, the weak, the sick, and the disabled can also continue to increase their incomes, increase social stability, and establish a long-term mechanism for stable poverty alleviation through land circulation.

**6.4 Stressing the sustainable development of poverty alleviation industries and broadening the road of poverty alleviation**

Stable and sustainable poverty alleviation in a region cannot only look at the number of development-oriented industries and the short-term increase in farmers' incomes. It requires the sustainable development of poverty alleviation industries and diversification of income sources. Some areas blindly pursue scale benefits and economic benefits, but neglect the sustainability of industrial development, which will lead to the reduction of land fertility, resulting in simple large-scale industry and difficult sales of products. After the land was circulated to the company and harvest of Chinese herbal medicines, Jiaowuying Village in Jiulong Town continued to attach importance to the cultivation of the subsequent planting industry, using the cherry for crop rotation, to improve the soil fertility, which lays a solid foundation for the sustainable industrial development and broadens the road to industrial poverty alleviation.

**6.5 Introducing leading enterprises and bringing into play their demonstration effect**

Through the introduction of a large-scale circulation of powerful enterprises, it has not only cultivated new industries, but also promoted local economic development. It is recommended to introduce leading enterprises to promote the market, and actively cultivate market-oriented and profitable products. Besides, it is recommended to effectively strengthen the anti-risk mechanism, set foot on the resource endowment in poverty-stricken areas, orient towards market, give full play to the role of leading enterprises and cooperatives, and build poor counties into a group of characteristic industries with strong ability to drive poor towns and poor villages form characteristic products, improve the labor skills of the poor, and steadily increase the operation and

property income of poor households.

**6.6 Bringing into play the leading role of grassroots party branches to stimulate enthusiasm and initiative** Land circulation has played a leading role in the overall coordination of grassroots party organizations and the leading role of party members and cadres in the Party branch. Thus, it is necessary to fully stimulate the enthusiasm and initiative of cadres and farmers to participate, and create a good atmosphere of rural land circulation and public opinion<sup>[11]</sup>, to promote grassroots party building work, strengthen the village's collective economic development, and promote farmers to get rid of poverty and become rich.

**7 Successful experience of Luquan County in promotion of industrial poverty alleviation through land circulation**

**7.1 Attaching importance to the selection of leading enterprises** Selecting a leading enterprise or company with powerful strength, high credibility, strong sense of responsibility and ability to act is the top priority of current land circulation work. In many poverty-stricken areas, social development lags behind, poor people are satisfied with the existing state of affairs, industrial development is weak, and there are no special projects. Even if there are industrial projects, there are many problems such as single structure, lack of industrial scale effect, or poor enterprise operation, the promotion to poor people is weak.

**7.2 Scientifically selecting the industrial development direction** It is necessary to set foot on the resource endowment of poverty-stricken areas, combine local realities, and make comprehensive plan and scientifically guide local industrial development according to local conditions, to lay a solid foundation for strengthening and expanding industries. There is a long way to win the project of poverty alleviation. It is necessary to make the industrial development plan for the next few years in a scientific, rational and systematic manner. For example, after the land was circulated to the company and harvest of Chinese herbal medicines, Jiaowuying Village continued to cultivate subsequent planting industry, using the cherry for crop rotation, to improve the soil fertility, which lays a solid foundation for the development of subsequent industries.

**7.3 Making proper land rent standard** In the flat dam area where farmland water conservancy facilities are well-developed and water conservancy conditions are good, land rents are usually high and lessees are hard to accept; for high-altitude mountains, the rents are low, but they are basically dependent on the climatic conditions, the input costs are high and planting risks are high, so it is difficult to form an industrial scale effect. Therefore, in areas where the land circulation is implemented on a large scale, it is necessary to consider both the interests of farmers and enterprises, and make the land rents proper and acceptable to both parties.

**7.4 Carefully strengthening the propaganda and guidance** It is necessary to effectively strengthen the propaganda of the farmer benefiting policies, strengthen the guidance of farmers' ideas. On the basis of consolidating and upgrading traditional industries such as maize and vegetables, it is necessary to focus on demon-

stration and guidance, develop characteristic industries, and promote the transformation of rural production and operation and planting methods, to form the development pattern of "setting examples for farmers, leading farmers to do, and guiding farmers to earn money". It is recommended to improve the executive power of cadres, strengthen propaganda and guidance, and promote land circulation according to law. Through various forms, it is recommended to constantly propagate advanced technologies and experience and guide more farmers and social capital to actively participate in, to accelerate the county's rural land management rights in accordance with the law and orderly circulation, and promote the healthy development of modern agriculture. Besides, it is necessary to regularly conduct business training for land circulation management service personnel at the county, township and village levels, especially for village cadres to comprehensively improve their ability to transfer land awareness and management services in compliance with laws.

**7.5 Integrating rights and interests of all parties, to realize mutual benefit and win-win** It is recommended to integrate rights and interests of all parties, such as leading enterprises, cooperatives, village committee, and farmers, avoid the losses of farmers' benefits, operators' benefits, and agricultural production safety, to ensure sustainable development of agricultural production. This requires operators to improve their scientific management and enhance their ability to resist risks. Besides, local governments and grassroots organizations must assume the responsibility of guiding, supporting, and supervising, and effectively protecting agricultural development in all aspects of production and circulation, to promote poverty alleviation and rural development.

## 8 Recommendations for promoting the implementation of the targeted poverty alleviation model through land circulation

**8.1 Increasing the financial fund input and strengthening infrastructure construction** Poor mountainous areas are backward in transportation and water conservancy. Especially some remote village committees and village groups are still very prominent. Many enterprises are reluctant to go to remote village to develop the industry considering the infrastructure, geographical conditions and natural conditions. Therefore, it is necessary to increase investment in project funds, strengthen infrastructure construction, comprehensively improve hardware strength, increase investment attraction, and allow more qualified and qualified leading enterprises to go to poor villages in mountainous areas to contribute to the industrial development of poverty-stricken mountainous areas.

**8.2 Strengthening the talent team construction of in poverty-stricken mountainous areas and leading the development of industries** The lack of talent in poverty-stricken mountainous areas is still a key obstacle to restricting land circulation and promoting poverty alleviation through developing characteristic industries. Poverty-stricken mountain areas need support of the characteristic industries, and they need the talents to lead the development of characteristic industries. At present, the targeted poverty

alleviation and rural revitalization strategies are devoted to building beautiful countryside. They depend on farmers, especially those with knowledge and skills. Therefore, it is necessary to fully explore the potential of local farmers, energetically strengthen new technical training, broaden their field of vision, cultivate leaders of helping them to get rich, strengthen talent introduction, to lead the develop of characteristic industries, and lay a solid foundation for the development and construction of poverty-stricken mountainous areas.

**8.3 Establishing the incentive mechanism and activating the industrial development vitality** It is recommended to bring into play the tangible hand of the government, establish the incentive mechanism, activate the rural industrial development vitality, and create excellent policy environment for promoting industrial poverty alleviation through land circulation. Besides, it is recommended to further formulate relevant policy documents on land circulation to promote industrial poverty alleviation, and establish a rural land circulation market at the county, township and village levels; the county finance arranges special subsidies for rural land circulation, and allocates certain work funds to the village collective, take the method of replacing compensation by reward, to improve the benefit connection mechanism, and give proper amount of awards for operation subjects with high circulation benefits, for example, provide subsidies for developing economic forests and Chinese herbal medicines. In the financial support, industrial support, market guidance, and project promotion, it is recommended to support enterprises to become bigger and stronger, and make innovation in land circulation to promote the industrial poverty alleviation mechanism.

**8.4 Integrating the tertiary industry with the aid of Internet platform, to raise the industrial scale and influence** It is recommended to strengthen the industrial poverty alleviation measures, stress the front end planting and breeding base, and attach importance to the back end processing and market exploitation. Besides, it is recommended to stick to the industrial development model of "Party Branch + leading enterprises + investment mode + registered poor households" with the aid of Internet platform, and integrate the tertiary industries, and energetically develop the leisure agriculture and rural tourism<sup>[12]</sup>. In addition, it is recommended to introduce talents, raise the agricultural industrial scale and influence, realize stable increase of farmers' income, constantly lay a solid foundation for sustainable and stable development of rural areas, and lay a foundation for steadily getting rid of poverty and building a well-off society in an all-round way.

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resolutely resisted change, collapsed, opening a way for the introduction of the Whig Party and the parliamentary reform bill.

## 4 Conclusions

In summary, in the late 18th and early 18th centuries, Cobbett, who was born in the country and sympathized with ordinary people, was keenly concerned about the poverty in the British countryside at that time. He not only conducted social surveys in person to understand the rural social conditions. In a series of works published by him, he criticized the rural social problems such as tax burden, social polarization and agricultural worker's poverty, which caused a certain degree of concern in the society at that time. Cobbett attributed rural poverty to political corruption. He believed that radical political reform was the fundamental way to save many social problems. He actively mobilized people outside the parliament to support political reforms, directly promoted the agricultural riots of Swing riots, and promoted the realization of parliamentary reforms in 1832. Not only that, the end of the 18th century and the beginning of the 18th century were the transitional periods of British modern history. During the period, the economy developed rapidly, but political and social changes lag behind. A series of social crises lurked in the transition period. Cobbett cruised around the UK to learn more about the situation and exposed rural social issues that were ignored by the upper echelons of society at the time, gradually causing the attention of the socie-

ty at that time. Cobbett's critique of rural poverty played a positive role in the resolution of social problems in the 18th century.

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