

Appendix: Ten Case Studies to Illustrate Chinese Poverty Alleviation Models

After decades of efforts, China's poverty alleviation practices have formed ten representative poverty alleviation models. Through the flexible use of these models to meet local conditions, China's poverty alleviation work has made remarkable achievements. In this chapter, we will use the aforementioned models to introduce ten typical cases and summarize the basic experience, applicable conditions, and problems of poverty alleviation with Chinese characteristics.

Case I: Fiscal Poverty Alleviation in Yunnan

*A. Yunnan Province's Experience in Fiscal Poverty Alleviation*¹

From 2001 to 2009, 14.02 billion yuan in poverty alleviation funds were invested in Yunnan from financial administrations at the provincial level and above, of which the provincial financial administration invested 6 billion yuan. In 2010, 2.6 billion yuan in poverty alleviation funds were invested at the provincial level and above, of which provincial-level fiscal special poverty relief funds amounted to some 600 million yuan. The large-scale investments in poverty relief have effectively pushed forward the implementation of various poverty alleviation programs and have achieved breakthrough progress.

First has been the strong advance of the "One Body Two Wings" strategy, which has invested 4.57 billion yuan to carry out village-wise poverty alleviation in 2,078 administrative villages and 22,238 natural villages. Ninety provincial-level and one national-level labor force training bases for laborers transferring to the countryside have been established in poor areas in the province. An investment of 345 million

¹Yunnan Poverty Alleviation and Development Network.

yuan has trained 1.69 million transferring laborers in the province's poor areas. The program has also focused on the cultivation of industry in poor areas, arranging for 252 million yuan in special fiscal poverty alleviation funds, 53 million yuan in village-level mutual assistance funds, and 656 million yuan in discounted interests funds. Loans grew from 1.73 billion yuan in 2001 to 3.67 yuan in 2009, with loans over the period reaching an aggregate 17.17 billion yuan to jointly support the development of special industries.

Second has been the flexibility of poverty alleviation measures. For those who have lost living conditions or who have difficulty in resolving food and clothing issues in their location, the province has adhered to the principles of small-scale centralized settlement and mingled settlement, investing 2.93 billion yuan to relocate 575,400 people and fundamentally improve production and living conditions. The province invested 1.45 billion yuan over a 3-year period to replace ragged thatched cottages for 402,500 poor rural households. Combining village-wise and relocation, the province has resolved basic living condition problems for more than 700,000 households. Some 2.44 billion yuan in relief-for-work funds have been invested to develop rural roads, small-scale irrigation works, drinking water, soil and water conservation, river management, and water damage restoration projects, strengthening infrastructure in poor areas and improving conditions for agricultural production.

Third has been a special focus on helping especially poor groups. Significant headway has been made in the area of poverty among ethnic minority groups. Yunnan has placed special focus on poverty alleviation for especially poor groups and has been the first in the nation to support areas of low-population density with high concentrations of ethnic minorities. Yunnan has earnestly implemented a support and development plan for these low-population ethnic minority areas and implemented several focused support plans for the province's Blang, Jio, and Kucong minorities, achieving positive results.

Fourth has been the implementation of the "Frontier Project" for poverty alleviation and development. A total of 1.73 billion yuan has been invested, covering eight states and prefectures and 25 counties, and directly benefitting 182,000 households and 764,000 people in 4,548 poor villages. The overall level of poverty in poor border areas has been effectively alleviated, and the size of the poor population reduced significantly. Industry has been effectively cultivated in poor villages, the appearance of villages has been greatly improved, and the overall quality and self-development capabilities of the poor population have been enhanced.

Fifth has been the experience of exploring contiguous development and overall advance in poor areas. Through the establishment of a focused support mechanism for areas with special difficulties, Yunnan has expanded investment in concentrated, contiguous poor states and prefectures such as Zhaotong, Wenshan, Nujiang, and Diqing, investing more than 100 million yuan in fiscal poverty alleviation funds from the provincial level and above to launch "counties as the unit, integrated funding, village-wise, contiguous development" pilots in ten counties. Overall poverty has been significantly alleviated. In addition, Whole Township pilots have

been launched in 21 small towns in 20 counties across 16 states and prefectures. Six million yuan has been invested in each township from the provincial level.

In addition, management of Yunnan's poverty alleviation funds has been constantly institutionalized, standardized, and made more scientific. The province has developed and implemented an eight-item poverty alleviation funds management system and implemented a performance appraisal system for the management of funds for poverty alleviation programs.

Brief Analysis Fiscal poverty alleviation is the most basic poverty alleviation model and also the most direct. But with increasing financial resources, in the process of investing public fiscal funds, the methods of use and efficiency of management are worth close attention. Yunnan's methods have been able to achieve good results for a number of reasons:

1. Rational arrangements and flexible use of fiscal poverty support funds: First, the province has fully integrated the "One Body Two Wings" strategy and fully utilized fiscal funds to achieve its goals in village-wise poverty alleviation, labor training for transferring laborers, and priority industrial development. This has not only allowed fiscal funds to play a leveraging role, but has significantly increased the stability of poverty alleviation results. Second, Yunnan has employed flexible and effective poverty alleviation measures for different groups of poor.
2. Focused use of fiscal funds: In addition to a focus on strengthening assistance to especially disadvantaged groups, Yunnan has formulated and implemented long-term poverty alleviation and development programs for sparsely populated areas with high concentrations of ethnic minorities.
3. Uses of funds highlighting the special situation in the province: Due to the province's position as a border region, Yunnan has implemented its "Frontier Project," which has been conducive to improving overall poverty alleviation results with a focus on the province overall.
4. A focus on innovative methods: Yunnan has explored contiguous development and village-wise poverty alleviation. Innovation and pilots in poverty alleviation methods are based on improvements to existing models, which is conducive to improving the effectiveness of fiscal funds in alleviating poverty.

Kunming's Management of Fiscal Poverty Alleviation Funds²

In order to effectively improve the production and living conditions in poor areas in Kunming, increase incomes among the poor, and strengthen the self-development capabilities of poor households, the Yunnan Department of Finance in 2010 issued Kunming ten million yuan in a second round of fiscal funds for discounted loans

²Source: Yunnan Provincial Government Information Disclosure Website.

to poor households. Of this, 7.38 million yuan originated at the central government level and 2.63 million at the provincial level. In order to properly manage and use the funds, the Kunming city financial administration and poverty alleviation department employed the following four measures:

1. **Strict issuance management and public oversight:** Kunming employed strict vetting procedures for disbursement of funds, seamless connections between county-level financial administrations and county-level agencies, and direct settlement discounts and ensured that loans were issued to poor rural households at preferential interest rates. The city carefully examined the range of support, publicly reported the rural households falling into the support range, and enacted strict lending procedures.
2. **Focused, scientific selection of support projects:** When selecting projects, Kunming organically integrated loans with village-wise poverty alleviation, poverty alleviation through relocation, and poverty alleviation through industry programs and, with an eye to the regional industrial layout, focused investment on planting, husbandry, and processing projects with good prospects, as well as those closely related to agricultural development and farmers escaping from poverty. The city concentrated funds in poor villages, adjusted the structure to revolve around increasing incomes, entered the market with distinguishing features, and relied on science and technology to increase efficiency.
3. **Implementation of a management system to ensure the security of funds and benefits:** Kunming distributed funds in strict accordance with the management methods for loans to poor households, earnestly implemented the county-level fiscal reimbursement and public notification systems, and assessed arrangements for loan programs the following year based on the loan work and poverty alleviation results in each area.
4. **Clear objectives and responsibilities to push forward work:** Kunming clarified objectives and responsibilities, broke programs down to the township level (or town, or office), and selected farmer households and projects well. The city established a goal and responsibility system, strengthened coordination and links with local financial institutions making loans, and completed oversight, management, and support services.

Brief Analysis The use of fiscal poverty alleviation funds requires attention to scientific allocation, as well as standardization and institutionalization. These are prerequisites for the effective use of funds. Kunming's fund management methods reflect scientific distribution and standardization. First, in terms of scientific distribution of funds, Kunming allocated funds in a focused manner, met local conditions, and carried out strong plans. In the selection of poverty alleviation targets, Kunming focused on poor villages, implemented village-wise poverty alleviation, and emphasized developing markets and reliance on science and technology, thus contributing to higher incomes for poor households. In terms of project selection, Kunming organically integrated measures such as poverty alleviation through relocation and poverty alleviation through industrial development and focused investment on projects with good prospects that could easily increase household income. Second,

the institutionalization of the management of Kunming's loan interest subsidy funds has merit. In issuing funds, Kunming employed rational processes and strict examination. The city established a public reporting system for poverty alleviation targets and a fiscal reimbursement system, promoting public, transparent use of public funds. In addition, information technology in monitoring and management was conducive to the assessment of loan planning and the formulation of new programs. Finally, the establishment of a system of goals and responsibilities played a positive role in improving enthusiasm for work and contributed to the subjective initiative of workers, thereby improving the effectiveness of fiscal funds.

Case II: Chongqing's "Rain Program" Poverty Alleviation Through Training³

The poor generally have a low level of education and a weak ability to accept new things. These are important reasons for their inability to escape from poverty. In 2010, 90 % of Chongqing's rural poor over 40 years old had only a primary school education. As a result, one focus of Chongqing's poverty alleviation work has been to help people in poor areas find stable employment through labor force training, enabling them to gradually escape from poverty. This poverty alleviation program is called the "Rain Program."

The Rain Plan training has four characteristics. First, it trains farmers in new technologies to suit emerging industries in poor villages. Second, it increases training in entrepreneurship, expanding the form and content of the establishment of farmer entrepreneurship parks. Third, it focuses on transfer training, including 6-month nonfarm job skills training for young rural workers. Fourth, it trains town and village cadres, officials, and volunteers to improve their cultural quality and improve the organizational level of the countryside in the new era.

Chongqing invested 809 million yuan in poverty alleviation funds in the first three quarters of 2010. As of October of that year, 42,000 people had completed labor force transfer training and practical skills training, 95 % of which had found employment. Of the funds, 10 million yuan revolved around special industries in various areas, including chicken, goat, beef, rabbit, and seasonal vegetables, as well as marketing concepts and strategies, helping 5,000 workers returning to the countryside and large breeders to become "small bosses." Subsequently, some 58 million yuan was used to complete the Rain Program training for 100,000 people.

Brief Analysis There are a number of reasons for the success of Chongqing's Rain Program training in alleviating poverty. (1) Highly targeted measures. The municipality accurately analyzed and grasped the main causes of poverty and

³Source: China Development Gateway:http://cn.chinagate.cn/povertyrelief/2010-10/18/content_21147651.htm.

employed appropriate poverty alleviation methods. In addition, it closely integrated poverty alleviation measures with the basic macroeconomic situation, employing Rain Program training to suit local circumstances. (2) Forward looking and highly practical measures. Training programs were conducive to developing rural emerging industries, special industries, and the establishment of entrepreneurship parks. In addition, they were a significant help in improving the capabilities of poor households to escape from poverty and remain out of poverty in the long term. (3) In terms of the targets of training, Chongqing selected not only poor groups, but also town, township, and village cadres, as well as village officials and volunteers. This was conducive to giving play to the organizational role of leaders and strengthening the cooperative strength of poor groups. (4) Simultaneous progress in educational and training-type assistance and large-scale escape from poverty for entire villages. The municipality also combined poverty alleviation through relocation and ecological migration to achieve comprehensive results.

Case III: Village-Wise Poverty Alleviation in Gansu Province's Jishishan County⁴

In 2010, Jishishan County carried out village-wise poverty alleviation in 11 villages. Jinchang Village had a total of 1,546 people making up 307 households. In 2010, the county invested 8.6 million yuan in village-wise construction funds, of which fiscal poverty alleviation funds accounted for some 850,000, with the remainder coming from other departments. Focused poverty alleviation was accomplished mainly through road construction, school construction, rebuilding of buildings in danger of collapse, and village committee and clinic construction. A traffic artery 4 m wide, twenty centimeters thick, and nine kilometers long has been completed and is used by transportation and agricultural vehicles. The 100 poorest households in the village have installed new tile roofs using 30,000 yuan in national subsidies, with the remainder raised by the villagers themselves. Some 40,000 yuan was invested to remodel the school dormitory, and 280,000 yuan was invested to build a new two-story brick office building for the village committee and clinic. An investment of 150,000 yuan was used to issue televisions to the 190 poorest households, and all households in the village now have access to tap water and gas.

Songjiagou Village in Shiyuan Township is also a prominent representative. The 149 households in the village were almost all destitute, with per capita net income of 840 yuan. The people were poor and conservative in their thinking and few used scientific farming methods. The county carried out village-wise poverty alleviation, vigorously promoting whole film double furrow sowing of corn to increase incomes, providing subsidies of 78 yuan per mu. As a result, corn yield reached 600 to 750 kg per mu, an increase of 150 kg over the previous year.

⁴Source: http://www.cpad.gov.cn/data/2010/1013/article_343217.htm.

The implementation of the village-wise program significantly improved the infrastructure and appearance of target villages. Farmers became more confident in attaining wealth, and the program effectively promoted the coordinated development of economic and social undertakings in the county. Village-wise program construction resolved the “Big Five” problems of drinking water, roads, housing, schooling, and medical care in 11 villages and further enhanced development potential. Today, these 11 villages are quickly advancing toward the new socialist countryside goal of “development of production, affluent life, civilized local customs, clean and tidy villages, and democratic management.”

Brief Analysis From the cases of the two villages in Jishishan County, we find that there are several reasons for the success of the village-wise model of poverty alleviation. (1) Combination of fiscal poverty alleviation funds and funds raised from other departments. The county also focused on the allocation of funds. (2) Rational selection of project focus. Roads and transportation infrastructure make production and living more convenient; school construction is necessary for developing rural education and improving the quality of the population; the rebuilding of dangerous buildings, construction of a clinic, and tap water and gas hookups have provided a guarantee of basic people’s livelihood; construction of a new village committee building has been conducive to grassroots organizational work and has played a role in improving grassroots governance; and the issuance of televisions has not only been convenient for those households but has increased access to outside information. (3) The village-wise program has gradually changed thinking, which is especially convenient for the promotion of suitable scientific and technological measures.

Case IV: Poverty Alleviation Through Infrastructure Construction in Jishishan County⁵

In March 2010, a wave of infrastructure construction began in 11 villages in Jishishan County. In less than a year, 45 km of hardened roads had been constructed with investment of 26 million yuan completed out of 29.36 million yuan. Six of 11 two-story mixed-use buildings for village committees and clinics with a floor area of 1,855.7 square meters had been completed with investment of 29.7 million yuan out of 31.13 million yuan. Four of the remaining mixed-use buildings had basically been completed, and ground was being leveled for the fifth. The investment of 4.8 million yuan out of a total of 11.8 million yuan had been completed for relocating and building three primary schools, renovating eight schools, and building out facilities for various other schools. Drinking water safety projects for three villages with investment of 2.4 million yuan had been entered into the Northern Village Drinking

⁵Source: Same as Case III.

Water Safety Project with total investment of 65.11 million yuan. Water for all projects has already been turned on. For connecting gas, 374,000 yuan of a total investment of 760,000 yuan has been completed, connecting gas to 197 households out of a total of 400. Investment of 2.2 million yuan for the construction of 330 greenhouses for 330 households and the issuance of 1,650 fine-wool sheep had been completed. Of 15 million yuan in discounted loans to be issued at a rate of 3,000 yuan to 5,000 yuan per household, 7.06 million yuan had been issued to develop grass-planting animal husbandry pilots for 1,200 households. Of 604 dangerous homes designated for renovation with investment of 9.02 million yuan, 556 had been completed and farmers had returned to these homes. Within a year, the 14 village-wise projects had been implemented in the county's 11 villages with total poverty support funding of 61.97 million yuan. All projects are successfully completing their goals.

Brief Analysis Jishishan County's poverty alleviation through infrastructure construction is being carried out in the process of village-wise poverty alleviation. There are several reasons for the relatively smooth progress in this project. (1) The project plays to the government's political organizational advantage. Guided by the concept of scientific development, the county party committee and government first convened project village coordination committees and spurred the enthusiasm of grassroots cadres. (2) Because infrastructure construction is being carried out under the village-wise program, it is closely connected to the interests of villagers, and the poor are enthusiastic participants in the program. This is conducive to completing the schedule in quality and quantity. (3) While giving priority to ensuring people's livelihood construction, the county has actively carried out wealth-creating projects. Roads, gas, drinking water, and renovations of dangerous homes have improved living conditions. Newly constructed and renovated schools are conducive to improving basic educational levels and capabilities for future development. Building greenhouses, issuing high-yield wool sheep, and making discounted loans to support the development of grass planting and animal husbandry pilot households can improve the earning capabilities of residents.

Case V: Organizational Poverty Alleviation in Guizhou's Qianjia Township⁶

In 2006, the Qianjia Township Vegetable Association (the Association) in Guizhou Province's Dejiang County, a part of Tongren Prefecture, received the designations of "Advanced Work Unit under the Science Benefits Farmers and Villages Program" and national "Outstanding Technical Association in a Rural Area," winning the township 200,000 yuan in grant money. In order to properly use this national-

⁶Source: <http://www.cast.org.cn/n35081/n35578/n38755/10880712.html>.

level grant money, the county association of science and technology and the county financial bureau assisted the Association in formulating an implementation plan, establishing a work management mechanism, organizing a “Special Funds Budget for the Science Benefitting Farmers Village Plan,” and establishing a leading group led by the Association chairperson to oversee the organization and implementation of the program. Ultimately, the Vegetable Association used the grant to effectively develop “Qianjia vegetables,” driving members and farmers to achieve output value of more than 3.8 million yuan, a growth of more than 19 times.

Over the next year, the Association added facilities, downloaded 80 special materials on seed planting, and burned 35 disks, and members watched 20 science programs nearly 1,100 man-times. The Association invited the county agricultural bureau and other science and technology backbones to conduct trainings 28 times, for a total of 1,520 man-times. At the same time, the Association organized and issued 800 science popularization books and 100 audiovisual materials and printed and distributed more than 2,000 copies of information with content covering greenhouse vegetable cultivation techniques, techniques for covering crops with ground sheeting, comprehensive management and prevention techniques for plant insects and diseases, pollution-free vegetable cultivation techniques, as well as professional cooperation concepts and marketing knowledge. The Association also organized five rotational study trips to Zunyi and other areas.

In 2007, the Association vigorously adjusted the vegetable planting structure and seed varieties, investing 98,000 yuan to introduce and popularize two programs for new techniques and new varieties. Planted area among members increased by some 33 ha, leading to nearly 267 ha of additional vegetable cultivation area, total vegetable output of 5,120 t, and output value of more than 3.8 million yuan. Association members had average household incomes of 6,218 yuan, and farmers within the vegetable production area had average household income of 4,600 yuan.

After several years of development, the Association has formed a solid foundation, is growing in attractiveness, and has constantly had new farmers applying to join the Association.

Brief Analysis As an organized institution, the Qianjia Township Vegetable Association has effectively used the funds from the “Science Benefits Farmers and Villages Program.” First, the Association played a linking role. In this program, the Association on the one hand acted as a spokesperson for members, coordinating closely with the county association of scientists and county financial administration to jointly push forward work on the project. On the other hand, the Association mobilized and organized members to extensively and actively participate in related activities. Second, the Association strengthened planning and did proper preparatory work. It formulated an implementation plan for the program, established a work management operating mechanism, and prepared a special budget for the program. Organizationally, the Association established a leading group led by the chairperson. Third, the Association strengthened the strictness of management in planning and implementation. In the fund use process, the Association strictly adhered to methods established by the China Association for Science and Technology and

Ministry of Finance and supplementary programs worked out by the Association. This also reflected a self-restraint and self-oversight mechanism organized by the Association. Fourth, in the implementation process, the Association increased efficiency. Activities including science popularization, the purchase of additional equipment, science advocacy, training courses, and field study tours were all carried out in an orderly manner under the Association.

Case VI: Poverty Alleviation Through Science and Technology in Shandong Province's Jiaonan Prefecture⁷

In April 2007, the Jiaonan Prefectural Association of Science and Technology began to participate in the “Golden Knowledge Benefits the People” program, which pushes farmers toward entrepreneurship as a means of creating wealth, promotes economic development and social harmony, and enables “Science Benefits Farmers Program” work to achieve dependable results. The “Golden Knowledge Benefits the People” project is a popular project jointly introduced by the financial sector and scientific system aimed at providing development funding support and technical assistance to farmers engaging in entrepreneurship and the high-efficiency and healthy development of entrepreneurial projects. The program includes five main approaches:

1. Deepening information and reinforcing the foundation: The Association published 4,000 copies of the publication entitled “Introduction to the Jiaonan Prefecture ‘Golden Knowledge Benefits the People’ Entrepreneurship Support Loans,” issued them to grassroots work units, and widely publicized the program. The Association issued “Operational Methods for Jiaonan Prefecture ‘Golden Knowledge Benefits the People’ Entrepreneurship Support Loans” to work units above the deputy director level on Jinhong Online and put information and the “Operational Methods” on the prefectural association of science and technology website so that all sides could understand the situation and apply for loans. The association of science and technology also specifically designed, printed, and distributed the “Science and Technology Training Registration Form,” the “Science and Technology Guidance Registration Form,” and the “Science and Technology Project Reference List.” Pushed by the Prefectural Association of Science and Technology, the prefectural People’s Bank, Rural Credit Cooperative Association and the various town associations of science and technology also participated in and implemented various programs, laying a solid foundation for the full implementation of the “Golden Knowledge Benefits the People” program.

⁷China Association for Science and Technology Website (<http://www.cast.org.cn/>).

2. Screening programs, identifying key technologies, and promoting the program to the public: By organizing special personnel; integrating the actual situation; adopting the recommendations of experts, technical staff, and the accomplished wealthy; searching online; and taking excerpts from books, the Association assembled easy-to-operate entrepreneurial programs that required modest investments, provided good economic returns, and incorporated certain scientific and technological content. Through these programs, the Association identified individuals responsible for becoming familiar with key technologies. In order to enable farmers to grasp firsthand materials for selecting entrepreneurial programs, the association of science and technology released the “Priority Development Projects Recommendation List for the Jiaonan Prefecture ‘Golden Knowledge Benefits the People’ Program” and introduced the document publicly to the entire prefecture through town and village associations and the prefectural association of science and technology website.
3. Using pilot cases to drive overall progress. “The Golden Knowledge Benefits the People” program is a creative project. In order to assist the effective integration of the financial and scientific sectors, it assists entrepreneurial farmers in selecting projects, using science and technology, and carrying out projects, achieving additional income and allowing for the quick repayment of loans. The association of science and technology has established a work thought process of “using pilot cases to drive overall progress” under which it established a pilot project in Wangtai Town where high-efficiency agriculture was relatively well developed. The town set aside 13.33 ha of land for use as a “Golden Knowledge Benefits the People” Business Support Loans Demonstration Park with first-round investment of 1 million yuan in which 40 new winter greenhouses were built to a high standard. The association of science and technology listed Wangtai’s high-efficiency farming demonstration park, special animal breeding demonstration park, and textile machinery as “Golden Knowledge Benefits the People” Entrepreneurship Support Loans Key Support Projects. Within several months, Wangtai had issued 16.07 million yuan in “Golden Knowledge Benefits the People” entrepreneurship support loans to 385 households, creating an advanced model of achieving wealth through loans and scientific and technical support.
4. Actively carrying out scientific and technical training. In order to fully carry out “Golden Knowledge Benefits the People” science and technology support work and allow science and technology to play the function of allowing local governments and people to solve their own problems and development, various levels of associations of science and technology have organized and launched multiple forms of rural science and technology training according to the different industrial characteristics of different areas. Prefecture-wide, 160 “Golden Knowledge Benefits the People” training programs have been held amounting to more than 10,000 person-times of training. Some 15,000 copies of scientific and technical information on cultivation and breeding have been handed out. The various levels of science and technology associations also focus on daily training. Backed by the prefectural association of science and technology, town associations of science and technology, and reliance on science and technology

activity stations, training materials have been integrated. By inviting experts to give lectures and organizing viewings of science and technology programs, more than 120 training classes in planting, breeding, aquaculture, processing, construction, and sewing have been held, amounting to more than 8,000 man-times of training of leaders in science and technology. Village-level associations of science and technology and science popularization activities stations have held more than 2,000 training classes resulting in some 60,000 man-times of training by inviting agricultural technology workers to give lectures, organizing viewings of distance learning programs, and playing science and technology videos. They have trained and created a number of new leaders in rural construction science and technology and added technical vitality to the “Golden Knowledge Benefits the People” program.

5. Actively bringing science and technology to the countryside and bringing science and technology leadership to people’s doorsteps. Science and technology associations at all levels and various societies and associations have actively brought science and technology to the countryside. Prefecture-wide, 799 science and technology workers have been placed in 591 villages and communities. Towns have organized 303 showings of science and technology movies and videos, which have been seen 97,000 person-times. Prefecture-wide, technical workers have been sent to the countryside more than 80 times for science and technology consulting, benefiting people more than 4,000 person-times. More than 1,000 Science Popularization Village Billboards have been replaced with Science Popularization Phase II Charts. With “Golden Knowledge Benefits the People” Entrepreneurship Support Loan projects as the focus, various levels of science and technology associations have organized and invited technical workers from agricultural, forestry, husbandry, and aquaculture departments, as well as technical workers from the societies and stations to which they belong, to go to farmer households, orchards, tea plantations, greenhouses, breeding bases, and companies to provide on-site technical leadership services and disseminate knowledge regarding scientific planting, breeding, and processing, and bringing science and technology in food production to people in the countryside.

Brief Analysis The relative success of Jiaonan Prefecture’s “Golden Knowledge Benefits the People” project implementation lies in several factors. First, the prefecture effectively integrated poverty support through finance and poverty support through science and technology. Funding poverty and technology poverty often coexist in poor areas, and a single-pronged approach may not be very effective. Start-up capital is of course important for the implementation of industrial projects, but the success of these projects depends more on scientific and technological forces improving productivity.

Second, science and technology associations actively coordinate with financial departments and compete for funds. On the other hand, they leverage their human resource advantage.

Third, in terms of the dissemination and application of science and technology, the prefecture has done a good job of training the masses through various effective

forms of specialized training in various fields, improving their scientific and technical education. The prefecture has brought science and technology to the countryside and has carried out on-site leadership services. This has been conducive to quickly transforming science and technology into a productive force.

Fourth, in order to carry out work effectively, science and technology associations did preparatory publicity work. In addition, they actively explored pilot project work, increased feasibility, and reduced risks.

Fifth, the prefecture accurately chose science and technology support projects. Grasping the principles of moderation, practicality, and effectiveness, the prefecture has fully integrated experts, technical workers, and those with experience in becoming wealthy, making an extensive collection of projects for gaining wealth through science and technology, and has carried out compilation and dissemination.

Case VII: Poverty Alleviation Through Relocation in Yunnan Province's Changning County⁸

Since 2001, 54 villages in ten townships and towns in Yunnan Province's Changning County, including Zhujie, Mengtong, Kasi, and Kejie, have carried out poverty alleviation through relocation of poor households in locations with little space for living and where no escape from poverty is possible. They have been relocated to Jiexiangxiaojiezi, Dashaba, Kejiexiaohuangshan, Bangeshan, and other resettlement sites.

Total investment of 104.3 million yuan has been completed under the project, of which 70.13 million yuan came from provincial subsidies and 34.17 million from local (prefectural) and county matching funds and funds raised from the people. Under the program, 13,973 poor people have been relocated, 19 village groups have been established, and 2,448 ha of land have been allocated. Eight drinking water projects have been built, 87.28 km of water pipes have been erected, 94 reservoirs large and small with water storage capacity of 5,920 square meters have been built, and six new irrigation channels and ditches 44.5 km long have been excavated. Forty-five kilometers of new power transmission lines have been erected and 19 transformer units installed. Twenty-four kilometers of new public roads have been excavated and 48.89 km of roads widened. Seventeen kilometers of new communication lines have been installed. Five new school buildings and three new teacher and student dormitories have been built with total floor area of 2,999 m². Ninety-eight science and technology training courses have been held, resulting in 6,899 person-times of training.

These measures have achieved three-dimensional intersection for the region's infrastructure construction, town street construction, construction of projects

⁸Source: <http://www.ynszxc.gov.cn/szxc/CountyModel/ShowDocument.aspx?DepartmentId=1424&Did=1424&id=2259558>.

accompanying social services, housing construction, and science and technology training. New and old residents of resettlement areas live in harmony with emotional stability, achieving the expected goal of arriving, living stably, and gaining wealth.

Brief Analysis There are several reasons for the success of poverty alleviation and development through relocation in Changning County. First, the county selected the appropriate model. In general, poverty alleviation through relocation is difficult and costly. But insufficient living space and inability to escape poverty make other poverty alleviation programs difficult for such poor people. Therefore, relocation is the more suitable program. Second, planning was rational and implementation orderly. From fundraising to organizing teams, allocating land, construction of housing, infrastructure, and projects accompanying social services, all proceeded smoothly to achieve the expected goal of safe arrival, staying steadily, and increasing income. Third, on the foundation of one-time relocation and escape from poverty, there has been a focus on the long term, including training in science and technology, which has improved the ability of residents to escape from poverty and achieved the goal of wealth for relocated residents.

Case VIII: Poverty Alleviation Through Subsidized Loans in Shaanxi Province⁹

In 2006, Shaanxi Province became a pilot for interest subsidy funds being issued to provinces. Credit poverty alleviation funds covered 77 provincial-level poor counties and 14 counties with poverty alleviation responsibilities in 10 prefectures in the province. In order to better benefit the poor with project loans, Shaanxi formulated and issued “Shaanxi Province Poverty Alleviation Subsidized Loan Management System Reform Implementation Plan,” which clarified the scope of support, the targets of support, discounted interest standards, management powers, reporting procedures, and approaches to discounted interest. In particular, specific provisions were made for the support of wealthy families and economic cooperative organizations, enabling subsidized poverty alleviation loan work to gradually become regularized, institutionalized, and standardized.

Discounted poverty alleviation loans begun in Shaanxi in 2006 have not only cultivated leading industries in poor areas and allowed key enterprises to thrive; they have also promoted economic development and social progress in poor areas. According to statistics, from 2007 to 2009, total cumulative discounted poverty alleviation loans amounted to 5.35 billion yuan, of which project loans accounted for 1.58 billion and small loans directly to households amounted to 3.78 billion yuan. Discounted poverty alleviation loans supported a total of 161 enterprises, 1.71 million households, and 6.81 million people. In the province’s poor rural areas, the

⁹Source: http://www.cpad.gov.cn/data/2010/1014/article_343220.htm.

average additional household income to rural households receiving loans was over 800 yuan and several thousand yuan at the highest. A transformation from a closed, backward, small, rural economy to a significant production with a significant market was achieved, as was a transformation from extensive to intensive methods.

Through credit poverty alleviation funding support, Shaanxi has begun to form specialty industries in its poor areas. Regional specialties include: apples, beef cattle, and dairy cattle in the arid belt north of the Wei River; jujubes, Sichuan peppercorns, and walnuts on the banks of the Yellow River; potatoes, small grains, greenhouse vegetables, and lamb in the Baiyu mountainous region; and konjac, tea, sericulture, Chinese herbal medicine, and animal husbandry in the Qinba mountainous region. Ziyang County used discounted loans to develop 533 ha of tea plantations and 400 ha of mulberry fields, install 50 sets of tea-processing machinery and 106 sets of tea garden management machinery, build 50 silkworm incubators and 780 silkworm nurseries, develop 300 large pig-raising households, and build 520 sheds. Average annual household income in the county increased by more than 800 yuan.

The investment of credit funds for poverty alleviation effectively mitigated difficulty in obtaining loans and funding shortages for poor households. In 2008, 280,000 yuan in loans were made to Yanchang County's Heijiabao Town Zong Village and were used for large greenhouses so 20 poor households could grow watermelons, increasing annual household incomes by an average of 400 yuan. Zhu Sanlu, a poor resident of Jinpen Village in Qilicun Town borrowed 20,000 yuan to bag two-thirds of a hectare of apple orchards. This alone increased average incomes by 2,000 yuan. The effects of "loaning to enterprises to support poor households" have also been prominent. National key poverty alleviation enterprise Shaanxi Chunguang Oil Co.'s "enterprise + base + rural household + science and technology" contract farming model provides free training for farmers, issues subsidies for improved varieties, protects prices, and guides farmers to plant high-quality canola. The model has reached a scale of 40,000 ha, and the company has signed contracts with 300,000 farmers, adding more than 960 yuan to average household incomes annually.

The implementation of poverty alleviation loans to households has not only achieved good economic benefits but has also changed the ideologies and production and management concepts of poor farmers. They have transitioned from being unwilling to take on debt to an economic value concept and social outlook of self-development, entrepreneurship, entering the market, large-scale operations, emphasis on productivity, and common prosperity.

Brief Analysis The success of Shaanxi Province's discounted loan program lies in several factors. First, it leverages model's institutional advantages. By formulating specific implementation measures, the province clarified the scope of support, targets of support, standards for discounted interest, as well as terms, management powers, reporting procedures, and discounting approaches, thereby achieving the regularization, institutionalization, and standardization of discounted poverty alleviation loan work. This increased efficiency decreased transaction costs and has

been conducive to sustainable development. Second, support has been focused. Discounted poverty alleviation loans have focused support on capable wealthy and influential families and economic cooperative organizations to strengthen key enterprises. In addition, loans have promoted the growth of regional specialty industries, developing regional economies and achieving interaction between individual poverty alleviation and regional economic development. Third, specific models possess innovative advantages. For example, the contract agriculture model of “loaning to enterprises to support poor households” and the “company + base + rural household + science and technology” has effectively achieved a win-win situation for the company and rural households. Fourth, the market-oriented poverty alleviation model of discounted loans motivates the enthusiasm of poor groups to participate in poverty alleviation, helping them raise their market consciousness, liberal consciousness, and self-development capabilities.

Case IX: Poverty Alleviation Through East-West Partnership in Shandong and Chongqing¹⁰

According to the State Council Leading Group Office of Poverty Alleviation and Development’s adjustment of east-west partnership in poverty alleviation, Shandong and Chongqing have been linked and coordination has begun. On October 8, 2010, governments of the two areas held the First Shandong-Chongqing east-west Poverty Alleviation Partnership Work Meeting. The Shandong Provincial Party Committee and the Chongqing Municipal Party Committee jointly stated that the two sides would promote full cooperation focusing on poverty alleviation, adhering to a combination of government leadership and market direction, an integration of free aid and exchange and cooperation, and a combination of setting up examples through models and fully promoting poverty alleviation. This kind of partnership, according to the government, would promote the comprehensive development of the two regions involved. The two sides identified the following major issues.

First, they determined the one-on-one counterpart nature of the poverty alleviation relationship. Shandong identified 14 prefecture-level cities to be matched up with 14 national key poverty alleviation and development districts and counties in Chongqing, forming a “one-on-one” assistance pattern where the provincial governments are responsible overall, but prefectures and counties are directly linked.

Second, they identified government aid funds. Shandong identified no less than 3 million yuan of fiscal support funds that would be given to each of the Chongqing’s National Key Poverty Alleviation and Development Counties and Districts annually. This number would be increased each year.

¹⁰Source: http://www.gov.cn/gzdt/2010-10/13/content_1720875.htm.

Third, they organized social participation in east-west poverty alleviation collaboration activities. In addition to counterpart poverty alleviation between governments, Shandong mobilized the community to actively participate in east-west poverty alleviation collaboration activities with Chongqing. The government organized agencies, enterprises, and institutions, social organizations, and charitable institutions to carry out poverty alleviation and development and aid activities in Chongqing's poor areas. Chongqing built a platform, created opportunities, and provided support for the participation of Shandong society in east-west poverty alleviation collaboration.

Fourth, the two sides actively organized companies to participate in poverty alleviation and seek common development in Chongqing's poor areas. The two sides fully utilized their resource advantages to actively seek investment. Shandong encourages and guides companies to invest in Chongqing's poor areas, and Chongqing provided policy incentives such as land transfers, tax relief, and financial support to Chongqing enterprises participating in collaborative poverty alleviation.

Fifth, the two sides established a mechanism for exchanging cadres. Paired prefectures and counties each year exchanged a certain number of government cadres, agricultural technical staff, medical workers, teachers, teaching management personnel, and business operations and management personnel. The two sides agreed to establish a communication and coordination mechanism to regularly report on labor supply and demand, labor export, and major cases of violations of worker rights.

Sixth, the two sides established a poverty alleviation collaboration mechanism. The two sides decided to establish a system of fixed visits by leaders from the two sides. Joint meetings were held annually either regularly or irregularly to jointly explore thinking on counterpart poverty alleviation, identify major collaborative poverty alleviation programs, and resolve new situations and new problems arising in collaborative poverty alleviation work. The two sides established publicity and commendation systems to vigorously publicize the major achievements, important experiences, and typical stories of east-west collaborative poverty alleviation, commend outstanding individuals, and create a good social atmosphere for collaboration. The two sides established an implementation mechanism for the linking of departmental counterparts and often consulted on east-west collaborative poverty alleviation affairs.

Brief Analysis The Shandong-Chongqing collaboration is a relatively successful counterpart poverty alleviation cooperation, and there are several approaches in this process that are worth recommending.

First, a strong political force provided protection for smooth progress. The deployment of the State Council Leading Group Office of Poverty Alleviation and Development, the high degree of focus, and firsthand participation from leaders from the two counterpart provinces all reflect the Chinese government's sense of responsibility and determination to fight poverty. This has been a strong guarantee of success.

Second, division of labor in the collaboration strengthened responsibility and clarified cooperation methods. The one-on-one pattern and related funding provisions clarified responsibilities and were conducive to carrying out poverty alleviation work.

Third, extensive mobilization leveraged other assistance resources. Shandong Province actively encouraged community participation, bringing available resource into play to the fullest extent. In addition, different assistance entities collaborated using their own methods, combining different poverty alleviation models, which was conducive to improving the efficiency of collaboration.

Fourth, the market orientation and win-win concept strengthened willingness to cooperate and promoted the sustainability of collaboration. Shandong's active organization and Chongqing's policy incentives, resource advantages, and market potential enhanced the willingness of enterprises to participate, making it possible for enterprises to go to Chongqing and "participate in poverty alleviation and seek common development." This collaborative model of integrating government and market was conducive to the sustainability of enterprise participation.

Fifth, the personnel exchange mechanism and leadership consultation mechanism have helped significantly. The personnel exchange mechanism has improved the organizational capabilities, management level, and technical strength of the two sides and has been of great help to information exchange. The leadership consultation mechanism has had a significant impact on advancing approaches to collaboration and improving poverty alleviation results.

Case X: Poverty Alleviation Through Industry in Hebei's Fengning County¹¹

Fengning Manchu Autonomous County in Hebei Province has placed poverty alleviation through industry at the center of its poverty alleviation work. The county has guided and supported farmers in poor villages in adjusting the industrial structure, exploring a poverty alleviation model of "industry support, drive from leading enterprises, increased farmer incomes." The basic approaches are as follows.

First, the county has developed industries that enrich residents. Based on the situation in the county, Fengning chose dairy farming and milk processing, corn processing, and seasonal vegetable planting as its dominant industries for poverty alleviation. The county has focused its strength on supporting the construction of three organic milk cow farms: Zhongxing Farming, Yinhe Dairy, and Hongyuan Dairy. The county has strengthened brand building and marketing, with dairy, corn, and vegetable brands successfully entering the high-end Beijing and Tianjin markets. On this foundation, the level industrial agriculture in the county has risen, with the rate of industrial operations reaching 45.4 %. In 2010, vegetable cultivation

¹¹ Source: <http://www.fpb.heagri.gov.cn/asp/detail.asp?id=4829&typeid=>

in the county stabilized at 13,333 ha with 200 ha of newly installed vegetables. There were 16,667 ha of high-starch corn planting and 13,333 ha of fast-growing trees. Large-scale operations of beef cattle, meat chickens, pigs, and traditional Chinese medicines further expanded.

Second, the county has strengthened key enterprises. In 2009 alone, Fengning completed investment of 670 million yuan in 15 projects of 5 million yuan or above and 39 key enterprises at the prefecture level or above. The county's investments advanced industrialization projects such as capacity expansion and new processing facilities.

Third, the county leveraged national discounted loans and fiscal subsidies to increase farmer incomes. By 2010, 280,000 yuan of poverty alleviation funds had been put into effect to construct 2,000 m of road in Goumen Village and support 40 poor households in planting 20 ha of gourds, with each hectare resulting in an average of 30,000 yuan in income. One hundred thousand yuan was invested to assist in the construction of cold storage facilities and accompanying service facilities in Yu'ershan Qiaojiaying Village and planting 333.33 ha of vegetables, with each hectare yielding 37,500 yuan in income. Two hundred forty thousand yuan in poverty alleviation funds were invested to support the planting of 13.33 ha of skullcap (an ingredient for traditional Chinese medicine) by 178 poor households, resulting in additional income of 1,300 yuan per household.

Brief Analysis The success of Fengning's poverty alleviation lies in several areas. First, the county has attached great importance to poverty alleviation through industrialization, fully recognizing the importance of cultivating the abilities of poor residents to rid themselves of poverty. Second, the county has emphasized the selection of dominant industries and supported the construction of bases. In terms of marketing and sales, the county has emphasized brand building and publicity and has precisely identified the county's market positioning. Third, the county has on the one hand expanded support of key enterprises, allowing them to play a driving role in the local economy. On the other hand, it has effectively leveraged the advantages of economies of scale and cultivated a diverse industrial structure. Fourth, the county has rationally utilized national discounted loans and fiscal subsidies. In addition to forming supporting basic services facilities, the county has helped poor households develop industry, thereby contributing to the subjective initiative of poor households.