

Research on the Strategy of Targeted Poverty Alleviation and Its Implementation Effect based on the Survey Data of Linshu County, Linyi City, Shandong Province

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Abstract

Based on the survey data of poverty alleviation in Linshu County, Linyi City, Shandong Province, this paper analyzes the targeted poverty alleviation strategy and its implementation effect. Firstly, this paper analyzes the current situation of targeted poverty alleviation in Linshu county. Through the policy support, Linshu county has improved the basic living security of the poor households, and completed the comprehensive material poverty alleviation. Secondly, we make a comprehensive analysis of the strategies and effects of policy-based poverty alleviation, industrial poverty alleviation and cultural poverty alleviation, and point out the problems of these three poverty alleviation strategies. Finally, the paper puts forward suggestions and measures to promote the effect of targeted poverty alleviation strategy.

Keywords

Poverty Alleviation; Targeted Poverty Alleviation; Strategy Effect.

1. INTRODUCTION

2020 is the decisive year for building a moderately prosperous society in all respects. It is an important part of building a moderately prosperous society in an all-round way. Only by winning the battle of poverty alleviation in an all-round way can we ensure that the rural areas can build a well-off society in an all-round way, bring well-being to the people of the whole society, and contribute to the long-term stability of the country's construction. In order to win the battle of poverty alleviation, we should focus on targeted poverty alleviation. With the precise strategy and implementation, we can ensure that every poor household can get rid of poverty completely without returning to poverty. Only in this way can we achieve comprehensive, sustained and thorough poverty alleviation. It is of great practical significance to actively participate in the national poverty alleviation cause and experience the great changes made by the national poverty alleviation policy to improve people's livelihood and build a well-off society. Therefore, based on the comprehensive and in-depth investigation on the current situation of poverty alleviation in Linshu County, Linyi City, Shandong Province, this paper digs deep into its precise poverty alleviation strategy and its implementation effect, and tries to explore the existing problems, causes and solutions on this basis, so as to contribute to the success of poverty alleviation and steady progress into a well-off society.

2. ANALYSIS OF THE CURRENT SITUATION OF POVERTY ALLEVIATION IN LINSHU COUNTY

2.1. Overview of Poverty Alleviation in Linshu County

Linshu County is located at the junction of Shandong Province and Jiangsu Province, with a total area of 1010 square kilometers. It has jurisdiction over 7 towns, 2 streets, 236 administrative villages and a population of 674000. It is known as the "Diamond town of China" and "the city of willow weaving". There are 78 villages and towns in Linshu County, which are the key poverty alleviation work. At present, under the current standard, all the poor people in rural areas have been lifted out of poverty, and all the key poverty-stricken villages have been removed from poverty, basically completing the task of poverty alleviation [1]. By the end of July 2020, there were 1 6236 households with 28131 people, 7510 households with 18565 people who did not enjoy the policy, and 197 people from 73 households who were given immediate assistance. A total of 323.7 million yuan has been invested in poverty alleviation funds at all levels. As far as the investigation is concerned, the overall poverty relief work in Linshu county has made great achievements, which laid a solid foundation for the complete realization of poverty eradication in the second half of this year and a comprehensive entry into a well-off society.

2.2. Summary of Poverty Alleviation Achievements

Linshu county has solidly promoted the poverty-stricken village upgrading project with an investment of 130 million yuan to comprehensively upgrade 78 provincial-level key poverty-stricken villages. A number of typical demonstration areas of "overall improvement of poverty-stricken villages" such as Zhucun village of Caozhuang town and xubuqian of Zhengshan street have been built. The sense of gain, happiness and belonging of the poor people have been improved step by step.

(1) In the aspect of industrial poverty alleviation, 400 industrial poverty alleviation projects have been completed, with a total income of 21.54 million yuan and full coverage of income of poor households. (2) In the aspect of financial poverty alleviation, 813.92 million yuan of small poverty alleviation loans were issued, including 813.18 million yuan of "rich people production loan" and 74 million yuan of poverty alleviation micro credit, with a total of 15.8026 million yuan of discount interest, and 16284 poor people were helped. (3) In the aspect of poverty alleviation through education, a total of 1.899 million yuan was granted to 1067 poverty-stricken students who had established files and registered cards. (4) In the aspect of health poverty alleviation, 34.9775 million yuan was invested to purchase the poverty alleviation preferential insurance, which further increased the reimbursement proportion of medical expenses of poor households, and the total number of beneficiaries of poverty-stricken households reached 72858. (5) In the aspect of housing safety, 3225 poor households were renovated. (6) In the aspect of filial piety and good old-age support, more than 7.6 million yuan of filial piety endowment subsidy fund was granted to the elderly and poor people over 70 years old in the whole county. (7) In the aspect of disability care, nurses were provided for 66 disabled people with "three noes". (8) In the aspect of subsistence allowances, we strictly implemented the single person insurance policy for severely disabled and seriously ill families, and included 4023 people and 658 people in poverty-stricken families who met the conditions. A total of 198 extremely poor people were provided for, including 177 disabled people. (9) In the aspect of disability protection, 6.377 million yuan was granted to 4234 disabled people with difficulties and 10083 severe disabled persons.

3. BASIC STRATEGIES AND IMPLEMENTATION RESULTS OF TARGETED POVERTY ALLEVIATION

The poverty alleviation system in Linshu county is guided by Xi Jinping's socialist ideology with China's characteristics in the new era, and takes "two worries and Three Guarantees" as the focus of tackling poverty. It constantly innovates working mechanisms and methods to consolidate the achievements of tackling poverty. Through collecting and sorting out the data given by the Poverty Alleviation Office of Linshu county and conducting investigation in some villages and towns on the spot, this paper obtains the following measures and effects of poverty alleviation through policy, industry and culture.

3.1. Policy Guidance, Adhere to Accurate Assistance, and Comprehensively Implement Various Poverty Alleviation Measures

Linshu county Party committee and government have always regarded poverty alleviation as a major political task and an important livelihood project. They have strengthened the "three-level secretaries" of the county, town and village to grasp the responsibility of poverty alleviation, organized cadres at all levels to carry out in-depth visits to poverty-stricken objects, designed and printed the "household help Handbook", designed a clean board for poverty alleviation, standardized display of income measurement tables, two-dimensional codes, and preferential treatment Insurance policies, policy understanding paper, etc., make the archives of poor households more detailed, income data more accurate, accurate policy implementation and all-round implementation, providing strong organizational guarantee for winning the battle of poverty alleviation with high quality.

Firstly, poverty alleviation through education. According to the principle of fixed-point and orientation, in the spring of 2020, more than 2444 students with various types of filing and card filing will be subsidized, with a fund of 1.063 million yuan. By the end of July, a total of 493 people were granted subsidies of 739500 yuan according to the standard of 1500 yuan / semester. Secondly, healthy poverty alleviation. A total of 13.3101 million yuan was invested to purchase preferential insurance for 29578 poor people and marginal poverty-stricken people in the county. The policies of "diagnosis and treatment first, payment later" and outpatient "two exemptions and two half reductions" were implemented, so as to achieve full coverage of family doctors. Thirdly, housing safety. Special rectification has been carried out on the housing situation of poverty-stricken households who have established files and registered cards. 437 families with grade C and D dangerous houses that have been included in the reform plan have been completed and approved for funding. 251 new dynamic dangerous houses have been completed, and the transformation of poor households' C-level and D-level dangerous houses has been basically completed. Fourthly, drinking water safety. It is understood that there are 4269 poor households without water supply, involving 267 natural villages in 9 towns and streets. By the end of July, a total of 150 million yuan has been invested in the renovation of 196 villages' water supply network, which has been basically completed to ensure the safety of drinking water for the poor.

3.2. Industry Driven, Adhere to Point to Area Approach, and Comprehensively Consolidate Long-Term Poverty Alleviation Results

Industrial poverty alleviation is not only an effective way to promote the rapid income increase of the poor population, but also the fundamental measure to consolidate the long-term effect of poverty alleviation. The key to success in poverty alleviation is to realize the transformation of "blood transfusion" poverty alleviation into "hematopoietic poverty alleviation" and make the poor families have the ability of self-reliance. In this paper, through consulting the relevant person in charge of the Poverty Alleviation Office on the current

situation of industrial poverty alleviation, and then on-the-spot investigation to confirm the situation, the following poverty alleviation measures and achievements are obtained.

(1) Scientific implementation of industrial projects. In 2020, the first batch of provincial and municipal financial special poverty alleviation funds of 33.11 million yuan were invested, and 59 industrial poverty alleviation projects were implemented, including 42 photovoltaic power generation projects, 8 production plants, 6 infrastructure construction projects, 1 greenhouse, 1 constant temperature reservoir and 1 tourism comprehensive project. At present, all implementation plans have been prepared, 5 projects have been started and 51 projects are under bidding. The second batch of central level financial special poverty alleviation funds of 8.69 million yuan were invested, and photovoltaic projects, production plants, constant temperature storage and other projects were planned to be implemented. The acquisition devices have been installed in 255 photovoltaic power stations to realize the real-time monitoring of power station operation.

(2) Linshu county got rid of poverty and became rich according to local conditions. Daxing blueberry is an important agricultural economic crop in Linshu county. In recent years, Linshu county has made great efforts to develop the characteristic agricultural industry with blueberries as the main component, providing technical, financial and sales support for poor households to grow blueberries. The area of blueberry cultivation has been 12000 mu, accounting for more than 80% of the total blueberry planting area in the county. The average income of land blueberry per mu is about 30000 yuan, and that of greenhouse blueberry per mu is about 60000 yuan, which is 4 times higher than that of wheat, peanut and other traditional crops. The local government has actively created a production mode of "company + base + farmers", introduced blueberry deep processing projects, produced blueberry wine, jam, dried fruit and other products, attracted the surrounding poor people to work in the factory, and provided 45 jobs for the poor households; built 14 cooperatives and blueberry family farms to absorb more than 150 poverty-stricken households to work for them through watering, weeding, maintaining and picking blueberries to obtain income and increase the income of poor families. At the same time, Daxing town used the funds of the superior poverty alleviation industry of 500000 yuan to build a blueberry fresh-keeping storehouse, an investment of 200000 yuan to build a blueberry greenhouse in Guantangqian village, and an investment of 1.1 million yuan in the construction of blueberry greenhouses in Gangtou new village. By leasing them to enterprises and cooperatives, the poor villages and poor households can obtain an annual income dividend of 144000 yuan, this can help 288 poor households without labor capacity every year, and 15 years of continuous assistance can effectively help poor households get rid of poverty.

(3) Willow weaving industry helps to get rid of poverty. Linshu county is the largest willow weaving industry base and national cultural export base in China. At present, it has formed a foreign trade export-oriented industrial system integrating planting, processing and exporting. Today, there are more than 50000 weaving households and more than 100000 willow weaving workers. It is a sunshine industry to solve the problem of surplus rural labor force and drive the poor people out of poverty and become rich. A mu of white willow can earn 3000 yuan, which can be increased by more than twice after weaving and processing. The average monthly income of willow weaving processing is about 1500 yuan. The average monthly income of the peasants who work in willow weaving enterprises is more than 2000 yuan [2]. At present, the willow home furnishing crafts in Linshu county have developed into 10 categories of willow baskets, furniture, decoration, horticulture and more than 20000 varieties of designs and colors. The products are exported to more than 120 countries and regions in Southeast Asia, Japan, Europe and America [3]. The development of the willow weaving industry in Linshu has made more than 100000 local farmers out of poverty and on the road to a well-off society.

(4) The woolen embroidery industry helps to get rid of poverty. In Lizhuang village, Yushan Town, a famous "Rongxiu village" in Shandong Province, through the implementation of the "intangible cultural heritage +" precise poverty alleviation model, 8000 local rural women have been recruited to start businesses, more than 4000 new jobs have been created, and more than 300 local disabled and poor households have been lifted out of poverty. The annual average income of local cashmere embroidery households has increased by tens of thousands yuan. Local promotion of "Mo's pile embroidery" has set up the first "Intangible Cultural Heritage Museum - Mo's pile embroidery Museum" in Linyi City, Shandong Province, and the Zongrong vocational skill training school of Linshu county has been set up to train the poor people with working ability. Nearly 10000 rural women have mastered the skills of pile embroidery through training, which benefits them.

(5) Poverty alleviation workshops help the poor. In line with the principle of "suitable for Industry and commerce, and suitable for agriculture, Linshu County selected projects suitable for local economic development and convenient for the masses to become rich from local advantageous industries to build poverty alleviation workshops. It has built 68 workshops for processing industrial products such as manual processing, deep processing of agricultural products, labor protection products, shoes, hats and clothing, covering the key poverty-stricken villages and remote areas at the provincial level [5], with an annual output value of more than 10 million yuan. Among them, since the opening of the LiuFuli poverty alleviation workshop in Huashan community, Qingyun Town, Linshu County, more than 60 willow weaving workers have been absorbed, and 22 poor people have been out of poverty and become rich through their own labor.

3.3. Culture Gathers the Soul, Condenses the Endogenous Power, and Comprehensively Improves the Poverty Alleviation Happiness Index

To help the poor, we must help the wise, and the poor must first treat the foolish. The Poverty Alleviation Office of Linshu county combines material poverty alleviation with spiritual poverty alleviation, pays attention to poverty alleviation, wisdom and heart support on the basis of ensuring material poverty alleviation in place, gives full play to the important role of culture in targeted poverty alleviation, and focuses on stimulating the endogenous motivation of poor people from the Perspective of cultural targeted poverty alleviation. The local government excavate and inherit the advantages of traditional culture, mobilize the masses to give full play to the initiative spirit of Yimeng, so as to be rich in both "pocket" and "head", concentrate on cultural poverty alleviation, and realize the material and spiritual prosperity of the poor, so as to improve the happiness index of the poor people in various aspects and realize the first to get rid of poverty.

(1) Sports and entertainment infrastructure has been built. In order to solve the problem of "lack of cultural activity places, lack of sports and sports equipment, and difficulty in listening and watching", Linshu county has improved and improved the modern public cultural service system in an all-round way, helped the masses to establish confidence, determined to get rid of poverty, and achieved full coverage of cultural equipment in 75 poverty-stricken natural villages. Through government procurement, computers, film projection racks, reading tables and chairs, bookshelves, sound, gongs and drums, and color TV sets were distributed to each village to improve the conditions for recreational and sports activities in poor villages. 2.6 million yuan was invested in the construction of "village sound" project. More than 2000 loudspeakers and 200 sound columns have been installed, covering 511 natural villages in the county, including all 75 poor villages.

(2) Enrich literary and artistic activities. Focusing on solving the problem of "single cultural activities" reflected by the masses, highlighting the theme of "China dream" and Yimeng spirit, the local government has made every effort to promote and publicize the brand of "passionate

four seasons · singing Linshu" mass cultural activities, encouraging people to create a better and happy life with excellent cultural works, so as to improve the people's quality of life and get rid of poverty. Through the implementation of sending culture to the countryside, Linshu county carried out 264 performances of "one village one play a year" and 2832 shows of "one film a month". From 2014 to 2018, a total of 1352 cultural performances were held, covering all poor villages, so that the masses could have a play and a movie to watch; mass cultural activities were extensively carried out. The 16th "Diamond town" square culture and Art Festival and square dance competitions were held successively, and 30 square dance teams in poverty-stricken villages were supported. This greatly enriches and enlivens the cultural life of the farmers and has a very positive impact.

(3) Carry out cultural training. In response to the problem of "lack of learning and education, lack of rural literary and art talents", Linshu county carries out accurate training according to the needs of the masses. Three major cultural training activities, namely "rural Confucianism", "Star Program" and "rural memory", have been carried out. A total of more than 30 roving lectures have been held, with an average annual training of 30 rural projectionists, 100 literary and artistic talents, 200 rural cultural workers, 200 farmhouse bookkeepers, 300 rural literary backbones and 1000 children's art stars[4]. Nine town street historical and cultural Memorial rooms and 36 village folk custom exhibition rooms have been built and upgraded to enhance the confidence of the cadres and the masses to get rid of poverty and become rich through cultural edification.

(4) Create literary and artistic works. In response to the problem that there are few typical examples of hard work and few examples to get rid of poverty and become rich, Linshu county has created a number of literary and artistic works to set a typical example and stimulate the fighting spirit of poverty alleviation. Short pieces such as Bu Piao, a new story of the wall, and the micro film struggle for father has been successively organized and created, as well as the times singing songs - brand cultural activity collection of "passion four seasons · singing of Linshu" and water flowing rhyme - Linshu folk songs album have been compiled and published. Meanwhile, with "painting Linshu · exhibition of Linshu" as the theme, we have solidly carried out "Linshu painting style" achievement exhibition and "happy Linshu beautiful family garden" creation exhibition, which greatly encouraged the fighting spirit of the poor people and stimulated their endogenous motivation.

4. DIFFICULTIES AND PROBLEMS IN THE PROCESS OF POVERTY ALLEVIATION

4.1. Problems Existing in Policy Oriented Poverty Alleviation

Firstly, some of the units responsible for the assistance did not attach enough importance to the implementation of responsibilities. During the visit, it was learned that the work style of individual helping cadres was not solid enough, they could not be familiar with the Poverty Alleviation Policies, they could not understand the situation of poor households in time, and there were some problems such as missing items and delayed feedback in recording the help manual, identifying the disability level, and identifying dangerous houses.

Secondly, poverty alleviation in education still needs to be strengthened at various levels. Among the 100 families surveyed, 36 families have children who are receiving compulsory education, and 29 of them have received subsidy from the policy, so it is no longer a problem for children to go to school. However, there are still many problems in the process of children's education. Some children are raised by grandparents because their parents are working or busy. Although some parents take care of their children at home, they can't help their children's academic problems very little and can't independently tutor their children's homework. Therefore, there is a situation that children in the village are sent to only a few cram

schools. However, the educational institutions in the village are founded by individuals, which are not regular and have little effect on the children's academic courses. Therefore, the poverty alleviation of education in Linshu county has basically made it possible for every child to go to school. However, the problem of strengthening the quality of children's education still needs to be further solved. It is not only necessary to provide financial support to enable children to start school, but also to strengthen public welfare undertakings and teaching quality, so that children are willing to go to school and learn efficiently.

4.2. Problems in Industrial Poverty Alleviation

Firstly, agricultural products planting industry is affected by climate, market and other factors, resulting in unstable income. Taking blueberry cultivation as an example, because blueberry has higher requirements on environmental temperature, humidity, soil and water, and the increasing local climate change, the yield of blueberry is often less than a year. When the yield is too large, it is often unsalable and wasteful. When the yield is small, the demand is often in short supply and the income is not ideal. At present, in addition to the industrial processing chain in some blueberry planting areas, most of them are planted by farmers themselves and sell pure blueberry crops. There is a lack of proper sales channels and broad sales market.

Secondly, the proportion of willow knitting industry relying on export is relatively large, and the domestic and foreign market is not balanced. Although willow weaving is a traditional handicraft in Linshu County, Shandong Province, there are few products that are really sold to the inland. Most of the products are sold to Southeast Asia, Japan, Europe and the United States and other countries and regions. This has resulted in export stagnation during the epidemic period, and the income of the willow weaving industry has been greatly reduced this year. This shows that the willow weaving industry has some problems, such as over dependence on foreign markets, not properly opening up domestic markets, and not fully balancing the sales of domestic and foreign markets.

4.3. Problems in Cultural Poverty Alleviation

Firstly, the implementation of landscaping projects is not in place. Although most of the poor households have basically lifted themselves out of poverty in material terms, they have not kept pace with the beautification of human settlements, and some of them have poor living environment. In the process of investigation, it is found that the environment of some poor households is dirty and poor. Some poor families have piles of garbage and firewood in their homes, some houses are seriously wet all year round, some have serious odor, and some bed sheets and bedding can't see the original color. Such mental outlook is not conducive to the daily life of poor households, and it is also not conducive to enhancing their endogenous motivation to the good and the United States, and actively getting rid of poverty.

Secondly, the proportion of the extremely poor group is large, and the endogenous motivation is poor. Among the population enjoying the policy of poverty alleviation in the whole county, the elderly, the weak, the sick and the disabled account for a relatively high proportion. They often rely on policy income excessively and lack of endogenous motivation for self-development. Some groups have labor force, but there is still a phenomenon of "relying on others and being lazy and scattered". We should not be ashamed of this phenomenon. We should not master a skill and can not support ourselves. These poor people have not been fully influenced by cultural poverty alleviation, still have no awareness of poverty alleviation, and have poor endogenous motivation.

5. SUGGESTIONS AND MEASURES

5.1. Policy Oriented Poverty Alleviation

(1) Adhere to the precise implementation of policies and pool joint efforts in tackling difficulties. It is necessary to further unite the joint efforts, improve the political position, further enhance the ideological understanding, overcome the boredom and weariness of war, and fully implement the responsibility system of helping the poor. Carry out the household work on time, timely understand the latest situation of poverty-stricken villages and households, help the poor people solve their appeal difficulties, effectively improve the rate of helping responsible persons in place and the poor people's satisfaction. Further strengthen discipline, play a warning and deterrent role in typical cases, and ensure that "everything has a place and everything has an echo" in the process of problem rectification.

(2) Strengthen all-round support for poverty alleviation through education. First of all, we should strengthen teachers' moral education and teaching skills training, improve teachers' quality and ability, and complete the rotation training of primary school principals and teachers in key villages of poverty alleviation. Implement the enrollment task of public funded normal students, and implement the training plan for public funded normal students in Rural Kindergartens according to the provincial plan. Second, make full use of the opportunity of College Students' returning home in winter and summer vacation to carry out college students' love and help practice activities, and provide rural children with public welfare academic guidance, which not only provides college students with a practical opportunity to improve themselves, but also helps poor children's academic education. Third, Internet plus online learning should be combined to help rural children get more equal and better education.

5.2. Industrial Poverty Alleviation

(1) Broaden the sales market of agricultural products and promote the expansion and combination of industrial chain. Relying on Internet technologies such as live broadcast and e-commerce, the brand effect is formed and the domestic market is broadened. Relying on the construction of modern agricultural industry, and closely combine the development of blueberry industry with poverty alleviation, create a three-level development mode of "blueberry characteristic industry + targeted poverty alleviation + Rural Revitalization", constantly improve the upstream and downstream industrial chain, and make small blueberry fruit become a "big industry" for farmers to get rid of poverty and become rich and increase their income.

(2) Start the double circulation and open up the domestic market of willow weaving. On the basis of stabilizing the international market, the local government should encourage the vast number of willow weaving enterprises, processing groups, and even processing households to change their traditional marketing concepts, use the "Internet thinking" mode to build e-commerce marketing platform, so that more Chinese people can understand the willow weaving technology and let it really take root in the domestic market. It is suggested that the development of Liubian e-commerce should be vigorously promoted, build an incubation Park of "Liubian town" in Baizhuxiju, Qingyun Town, a key town of Liubian. At the same time, through extensive training, develop village level online stores to promote the comprehensive development of Liubian online merchants, and help build an online sales system of "Park + platform + online business". Strive for more international and domestic resources for willow weaving enterprises, and seek more space for the development of willow weaving.

5.3. Cultural Poverty Alleviation

(1) Strengthen the stimulation of internal force, take the promotion of Yimeng spirit as the "red engine" to win the battle of poverty alleviation, and make up for the "spiritual short board"

of poverty alleviation. To achieve sustainable poverty alleviation, it need not only external help, but also the poor people's own efforts. Adhere to the combination of poverty alleviation and aspiration support, pay attention to the "blood transfusion" of material support and "blood production" of spiritual incentive, give full play to the main role of the poor people to get rid of poverty, and the industry should form a good guidance of hard work and glorious poverty alleviation.

(2) Strengthen the support of talents, make more talents participate in the work of poverty alleviation, and do a good job in cultural construction. It is suggested that the government should implement the "new rural talents plan" and guide retired cadres, retired teachers, successful entrepreneurs and other people to support their hometown's poverty alleviation. At the same time, do a good job in the cultural construction of their hometown, let the poor people edify and bathe in the good culture, improve their ideological and moral cultivation, naturally enhance their awareness of poverty alleviation, and stimulate the endogenous power in the invisible.

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