

Take Measures: Knowledge Poverty Alleviation for Contiguous Poor Areas—A Case Study of the Wuling Mountain Area

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Abstract

Knowledge poverty alleviation aims to help poor areas and poor people out of poverty by strengthening the knowledge infrastructure, enhancing the professional skills and “self blood” feature of the poor, establishing cultural knowledge networking and activating poor self-consciousness of poverty-stricken areas. Based on combing the theory of poverty at home and abroad and outlining research status and the analysis of the Wuling Mountain Area, the paper presents main primary paths of Knowledge for the contiguous poor areas, aiming at providing theoretical support and basis for decision-making for all levels of the government to lay our new contiguous destitute poverty alleviation during the battle and build a comprehensive well-off society and realize the country’s political stability, national unity, border consolidation, social harmony, ecological security. Simultaneously, a further objective of this paper is to attract the attention of more scholars at home and abroad to knowledge poverty alleviation which is important proposition and build up a systematic theoretical framework from the theoretical and practical dimensions.

Key words: Contiguous poor areas; Knowledge poverty alleviation; Study of the path

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INTRODUCTION

The report of the 18th national congress of the CPC clearly states that it is necessary to strengthen poverty relief for the old revolutionary base areas, ethnic minority areas, border areas and poverty-stricken areas by taking one assistance and other forms, and to develop mass cultural activities, and guide the masses of self-expression, self-education, self-service in the cultural construction, and advocates to vigorously promote education fair, reasonable allocation of educational resources and priority to rural, remote, poverty, ethnic minority areas. It also supports for special education and improving the levels of subsidy for students from poor families and actively promoting equal education access to children of migrant workers so that every child can become useful. The report of the 18th national congress of the CPC, both puts forward higher requirements for the further promoting poverty alleviation and development, and promotes innovation and development of the theory of poverty Alleviation and development and enriches the connotation of poverty alleviation and further points out the direction for a new round of battle of the poverty alleviation and development (Hu, 2012). In May 2011, the State Council issued the “China Rural Poverty Alleviation and Development Program (2011-2020)”, clearly determining 14 contiguous poor areas such as Wuling mountain as the main battlefield of China’s poverty alleviation of the new era.

Knowledge poverty alleviation for contiguous poor areas, as a form of poverty alleviation, refers to the increase of “blood transfusion” for poverty-stricken

areas, and the enhancement of ability of self-production of contiguous poor areas by providing knowledge, information, technology, skills, education and other ways. It is a poverty alleviation model to make the poor out of poverty on their own by improving the poor' labor skills and enhancing poor people's own "blood" feature. The paper is poverty alleviation and development-oriented in sociology, regional economics and other disciplines theory perspective. The paper regards the Wuling Mountain as empirical research object, and analyzes the underlying causes of poverty in the Southwest through literature and empirical research methods, in order to build up workable knowledge poverty alleviation model with Chinese characteristics and provide theoretical support for decision making and policy recommendations for all levels of the party and the government to fight poverty campaign of the new era and achieve political stability, national unity, social harmony and common prosperity.

1. POVERTY ALLEVIATION HISTORY OF WULING MOUNTAIN AREA

Wuling Mountain Area crosses four provinces of Hubei, Hunan, Chongqing and Guizhou, setting the old revolutionary areas, ethnic and poor regions in one, covering 71 counties (cities, districts) of four provinces' border areas, of which 11 counties in Hubei and 37 counties in Hunan and 7 counties in Chongqing and 16 counties in Guizhou. It is a typical poverty contiguous poor area which covers large interface of provinces and gathers many minorities and widespread poverty, and is also an important economic cooperation areas. Its total area is 171,800 square kilometers with a total population of 36.45 million, of which is 8.53 million urban population and 27.92 million rural population.

Under the care of the CPC Central Committee and the State Council, as early as the 1980s, the State Council Poverty Alleviation Office putted the Wuling Mountain Area as one of the eighteen concentrated poverty-stricken areas, giving a great deal of financial support and preferential policies. After long efforts, the economy and society of Wuling Mountain Area have made great achievements as Party committees and governments at all levels actively implemented the preferential policy for minority, Western Development Policy, poverty alleviation and a series of other policies. Even so, the area remains a serious problem, and the poverty incidence level of Wuling Mountain Area is higher than that of the nation according to "Contiguous Poverty-stricken Area Blue Book" which was released in March 2013. As we analyze the poverty incidence of Xiangxi in Hunan, Enshi in Hubei province and Tongren City in Guizhou, the poverty incidence of these area is 39.9%, 31.8%, and 25.7% higher than national level in 2011, and 36.9%, 32.2% and 11.3% higher than that of national level

in 2010. In addition, rural per capita net income of Wuling Mountain Area in 2011 is much higher than the poverty line that year. The income distribution of the Area do not show a reasonable normal distribution, and the income gap between residents and structural poverty problem is obvious and highlight (You, Leng, & Ding, 2013). The poverty feature of Wuling Mountain Area is mainly reflected in the following aspects:

1.1 Fragmentation of Administrative Divisions Restricting the Enhance of Overall Effectiveness

In the history of poverty alleviation of Wuling Mountain Area, distribution of poverty relief funds and performance evaluation of government officials are on the basis of administrative divisions. Local governments conflict with each other and lack unified planning (Lu, 2012). Meanwhile, the current "local government performance evaluation system" brings success oriented. Government officials appraisal system regards the effect of poverty alleviation in counties where they serve as assessment criteria, rather than the development and poverty reduction effect of the whole area, exacerbating local protectionism and severely restricting the overall effectiveness of policies.

1.2 Emphasis on the Construction of Infrastructure & Less Attention to Knowledge Input

Infrastructure is the key to poverty reduction in recent years; the government gave a lot of incentives to countries in the project arrangements, financial capital subsidies, and infrastructure construction. These measures greatly contributed to the personnel development and material flow, expanding the sources of income. Transportation and other infrastructure have also been significantly changed. But there is the serious shortage of investment in poor areas in the knowledge level, and only a small number of leading cadres and a small amount of teacher have been taken care on training, with little investment projects to enhance labor skills throughout the area currently. Objectively speaking, investment in hardware facilities may significantly changes the face of local poverty in the short term, labor with little skills often affect the sustainable development of the region, resulting in some areas back to the state of poverty because of poor knowledge.

1.3 Behavior of Poverty Subject Inverting & Target Beneficiaries Replaced

China's most prominent feature is that its direct anti-poverty target is not poverty but poverty-stricken areas. The local government is main implementers of poverty alleviation, specifically responsible for organizing the implementation of poverty alleviation. There are many problems running it, though it received some effect. The most prominent problems are that the allocation of resource for poverty alleviation and the flow of poverty alleviation funds and the poverty alleviation project is led

by the government. The allocation of the resource and funds often deviates from the original due to emotional problems, resulting the original target scheduled to help are replaced by others in the actual operation. In addition, the entry threshold set by the government can not make the real poor get help from the government. The poor relatively have little opportunities to share resources and to participate in projects (Yao, 2011).

From thousand local persons' evaluation of the effect of poverty alleviation in Wuling Mountain Area (see Table 1), we can see that the cumulative results of consent and full consent account very low proportion with six questions. Only 42% of 1000 persons satisfy with government's work on poverty alleviation. It can be seen that the deviation of recipients and target caused by the abnormal operation of the government affect the reputation of the local government, making it losing the trust from people.

Table 1
Evaluation of Effect of the Local Government in Poverty Alleviation

	You know much about our existing pro-poor policies.	You are happy to participate in the poverty reduction activities arranged by government.	It is fair to in determining of subsistence and poverty target.	Funds for poverty alleviation are assigned into the hands of poor households accurately and timely.	There are still some people out of poverty enjoying the pro-poor policies.	The work of the current government in poverty alleviation is satisfied.
Disagree	24%	1%	12%	8%	4%	7%
Compared disagree	29%	8%	40%	27%	13%	22%
General	25%	19%	30%	44%	31%	29%
Compared content	18%	39%	13%	12%	30%	29%
Totally agreed	4%	33%	5%	8%	22%	13%

2. ANALYSIS OF KNOWLEDGE AND TALENT STATUS OF WULING MOUNTAIN AREA

We made a survey in Wuling Mountain Area, including Qianjiang district in Chongqing, Shizhu Sanxing Township, Xianfeng in Hubei, some villages in Tongren of Guizhou, Nongxin Village and Shaoyang County of Huaihua in Hunan Province, etc, focusing on "knowledge poverty alleviation", "How to improve vocational education", "the root causes of poverty" and other related issues in July and August in 2012. The survey questionnaires were distributed to 700 persons, and 689 valid questionnaires were back, accounting for 98.4% of the total questionnaire. Subsequently 689 valid questionnaires data were inputted into SPSS19.0 software for Cronbach's coefficient test. The Cronbach's coefficient was 0.866, above 0.7, indicating that each questionnaire has high internal consistency, good stability, and results have a strong credibility. It can largely reflect the current situation of knowledge and talent of Wuling Mountain Area.

2.1 Extreme Lack of Talent

Talent is obviously insufficient in Wuling Mountain contiguous poor areas, especially highly educated talent. According to the fifth census, the college education accounted for only 35.3% in all kinds of talents in Wuling Mountain area, lower than the national average of 6.7 percentage points. Most of The professional and technical personnel and business management personnel have junior titles, accounting for 73% and 78% respectively.

The number and proportion of each education level of surveyed population

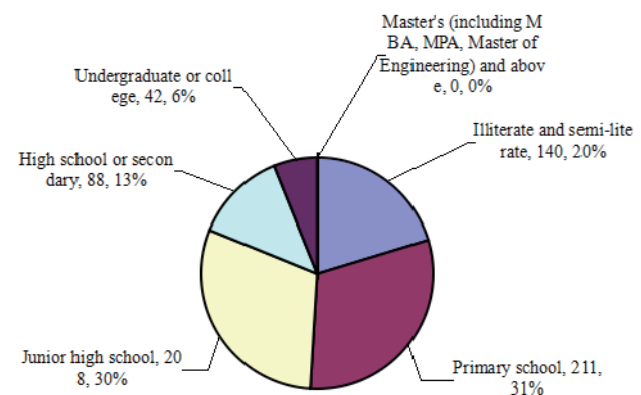


Figure 1
Education Situation of Interviewed People

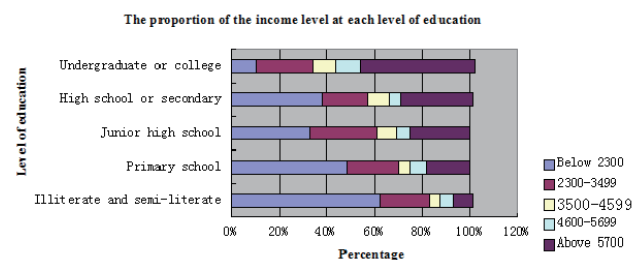


Figure 2
The Proportion of the Income Level at Each Level of Education

Complex talent in the high-end is scarce. In terms of personnel structure, first, academic structure is irrational and the overall cultural level is low. The findings show that due to the serious outflow of the educated young,

there are 140 illiterate or semi-literate, 211 primary school graduates, 208 graduates from junior high school among the surveyed 689 persons. Only 130 persons have received high school and higher education, of which 42 persons have received university or college education, without a master. Second, the talent structure is irrational. There are more professional and technical personnel good at Chinese, mathematics, physics, chemistry and other basic subjects. The Area lacks talent in foreign languages, engineering, computers operation, civil engineering, agricultural production, without any professional personnel in environmental science, soil conservation, tourism, natural forest protection, bio-engineering and other aspects in Enshi, Xiangxi, Qianjiang District. Third, sectoral distribution of talent is extremely uneven. Professionals in culture and health industry are relatively more; agriculture, engineering and technology personnel are seriously short. Institutions and state-owned units attract more professional and technical personnel, as enterprises and non-public units have little (*Wuling Mountain Minority Areas Investigation Report*, 2009).

2.2 Lack of Management Personnel for Poverty Alleviation

Grassroots leadership and management team is fortress to fight poverty, and their overall quality and management capabilities directly relate the steady progress in poverty reduction. But the survey shows that there are many problems in grassroots cadre's teams of the township. First of all, the amount of cadres are insufficient in Wuling Mountain Area. From our interviews with the township, the number of cadres with formal establishment is in general about 40, even less than this figure in a few towns. Multi sectoral cross usually occurs. A person often held numerous positions, busy uploading issued and wasting a lot of time to maintain order and stability. There are little specializing personal working in poverty alleviation. Speaking of the academic structure, grassroots cadres with college degree or above accounts for less than 50%, a part of who just have received junior education, lacking capabilities of mastering and application of new knowledge and new technology.

2.3 Generally Low Level of Education

According to *Wuling Mountain minority areas Investigation Report* released in December 2009 and surveys the author made in the summer of 2012 in Wuling Mountain Area, the structure of schools is irrational. Currently, there are only one college, one secondary Teachers college, 19 high (middle) schools and 717 primary schools in the Wuling Mountain Area, with only 37% gross enrollment rate of high school. Teachers graduating from the regular school would rather leave of absence than go to work, due to the poor educational facilities coupled with remoteness. Then, the test condition is limited. Now there are 52 townships

unable to carry out experimental teaching, resulting weak capacity of accepting new things and modern scientific and technological knowledge. And lacking social skills and the ability to get rich after graduation, due to lack of experimental conditions. Nevertheless, the majority of local villagers are more satisfied with the overall quality of local education in option of evaluation questionnaires. It can be inferred that local ideas are lagging behind, and not asking for the child's education. Furthermore, the difficulty in popularization of compulsory education leads deep poverty, resulting in a vicious cycle of education and poverty. (a) The rate of children in school is low. Data shows that, although the implementation of the compulsory" two exemptions and one subsidy" special policy for the poor living in rural and part of the pilot urban in 2006, but the rate of junior students in school of many counties of Wuling Mountain Area, such as Sangzhi County in Hunan Province, Lichuan City of Hubei was significantly lower than the national average, accounting only about 2/3 of the country's. (b) The low level of education limits the labor's job skills. The survey shows there are over half the workforce just graduated from middle school or junior high school. The labor with primary culture account 44.9% and 46.5% in Hunan Sangzhi County and Yongshun County respectively, most of whom can only engage in traditional agriculture or seek meager income by selling their labor. (c) Ideas of local people are conservative and obsolete. It is evident in deep-rooted sense of peasant economy, extreme lack of sense of competition, being afraid of difficulties and receiving new ideas and so on.

In this paper, the results of education of the masses and the per capita annual income and occupational category of Wuling Mountain Area the author has surveyed show that illiterate or semi-literate persons accounts the highest proportion of the population with income below 2300 yuan, reaching 62% due to the low level of education. With rising level of education, this proportion is gradually decreasing, and the number of people with household per capita annual income more than 5700 yuan increases correspondingly, which accounts for 48% of population with undergraduate or post-secondary education. The results show that the average annual household income and education level has a significant positive correlation. Knowledge has important implications for poverty reduction.

3. BUILDING THE PATH OF KNOWLEDGE POVERTY ALLEVIATION

Knowledge poverty alleviation is an inevitable choice to seek self-breakthrough and self-development in pursuit of their own economic and social development of Wuling Mountain Area. Currently, poverty alleviation and overall development of the Wuling Mountain Area, needs to make full use of the means of culture and knowledge in order to

achieve “the first out of poverty, the first rich” goal, and requires the State and local governments closely with the masses, as well as a combination of the top-level design and the specific measures.

3.1 Making Top-Level Design of Macroeconomic Policies

3.1.1 Fully Understanding the Importance of Knowledge Poverty Alleviation

The “Agenda 21” promulgated by The United Nations Conference on Environment and Development points that capacity building is a very important concept. In poor areas, poverty is not just the lack of material resources; furthermore it is the poverty of social resources, namely intellectual poverty, information poverty, concept poverty and cultural poverty. The main causes of poverty of the contiguous poor area are the limited development capacity caused by low quality of population. So, the party and the government at all levels should have innovative ideas, fully aware that the knowledge poverty alleviation is an important engine to enhance the quality of the population, and enhance self-hematopoietic function of the poor. They will naturally have the ability to escape poverty as the quality and labor skills of the population improve. Second, the local government should vigorously promote advanced ideas, positive values, useful scientific knowledge, civilization customs and so on, resisting culture of poverty with the advanced cultural, and establish a new culture which adapts to the requirements of the situation and development of the times. Third, development and capacity building of the human resource should be regarded as the core of the poverty alleviation, adhering to the combination of the “blood” and “blood”, long-term and short-term, self-reliance and government support simultaneously. Poverty alleviation projects, industrial poverty, intellectual poverty, and conceptual poverty alleviation should be synchronous, focusing on self-development of the poor people in poverty alleviation, to help them acquire skills to achieve long-term prosperity. Fourth, make full use of radio, television, Internet, text messaging and other platforms. The scientific knowledge should be spread among the people to help change their thinking and ideas and instruct the poor to master new knowledge and to enhance the “self-blood” skills in poverty social practice activities through practical knowledge transfer, information dissemination, advocacy reports and other forms. The fifth way is fully tapping the traditional cultural resources, holding good ethnic festivals, and organizing traditional art contest and production technology competitions in minorities to enrich their spiritual life and stimulate the villagers’ enthusiasm to improve production skills and the lifestyle (Li, 2012). Sixth, to create a culture with quality which is closely related to real life and reflecting people’s real life in a loved form so that the masses accept new ideas and new knowledge in entertaining.

3.1.2 Increasing Support Effort of Knowledge Pro-Poor Policies

Poverty alleviation involves a wide field of knowledge, and needs strong technology with high demanding, requiring the state and local governments to give attention and support in the information infrastructure, resource allocation, science and technology to the countryside, funding and other aspects. On infrastructure, first of all, the state should increase public investment and give priority to transportation, water, energy, telecommunications and other infrastructure, and open the node between the towns with national, provincial and other main backbone traffic network, improving road grade between small towns and enhancing commuter convenience degree in Area. Second, the central government and local governments at all levels should increase investment driven by promoting consumer information policy, and create substances networks, information networks, energy networks through the use of sensing technology, network technology and IT application technology, and enhance management of small towns, industrial development and livable life wisdom magnetism. Third, the nation, local government and the social should work together to build hospitals, schools, kindergartens, cultural and entertainment facilities with high standards, to enhance service functions and provide good conditions for more people to settle in the small town.

At the same time, the role of civil literate people should be paid attention to. One way is to integrate knowledge resources in Area, and to organize those who are scattered in community to set up some professionals associations such as the Association crafts, science associations, breeding associations and others and guide these organizations to found entities, gradually developing into leader to lead the masses to get rich. Second, the government can run a number of vocational and technical schools to organize free training for personnel in rural areas regularly; Third, another way is to run some high-level college or university, making them as important cultivation base for high-end application-oriented talents.

3.1.3 Promoting the Combination of Knowledge Poverty Alleviation and Scientific, Technological Poverty Alleviation and Industry Poverty Alleviation

The integration of knowledge and technology is an innovation mode of knowledge poverty reduction and effective forms to achieve docking of knowledge and industrial development .First, to create a science and technology information service platform, and to build the county township, village, large agricultural household four level science and technology information service networks. The local government should make full use of radio, television, Internet, text messaging and other platforms to strengthen release of practical technology, information and the rich projects .The second is to integrate agricultural technology, forestry, animal husbandry and other rural scientific and technological

resources, and establish Science and Technology Integrated Office in township, hiring specialize or amateur technology promoters and further optimizing IT service system. Third, the Area can actively explore the “science and technology correspondent plus Expert plus technology information services station and plus base, parks, farmers (corporate)” mode, establishing agricultural expert workshop in key industrial base, technology demonstration park and key enterprises. Fourth, it is necessary to further establish and improve mechanisms aiming at poverty alleviation, accurate targeting poor counties and poor households and updating the list to ensure that funds actually spent on poverty alleviation of poor households in the county (Zheng, 2013).

3.2 Setting up Special Coordinating Oversight Agencies

3.2.1 Establishing Coordinate Oversight Bodies to Ensure Grassroots Cadres Take on Their Duties in Knowledge Poverty Alleviation

Establishing a unified coordination group Poverty knowledge is imperative as knowledge poverty across multiple administrative divisions and departments. It is a huge project and difficult to achieve relying on a single administrative body. First, the coordination group should be composed of the Poverty Alleviation Office of the State Council and the Poverty Alleviation Office of provinces and Poverty Alleviation Office of municipalities and regions of the Area, mainly for planning and guidance of anti-poverty project for the overall. On the other side, it needs to set up supervision mechanism composed by the relevant experts from the central departments (accounting for 30%) and local (accounting for 70%), responsible for monitoring the effectiveness and scientific of the results of the implementation of the decision made by Poverty Group, promoting the implement of knowledge poverty decision. Third, the counties of the Area should develop measures based on the plan of knowledge poverty alleviation, setting up a Leading Group for Poverty Reduction Project, responsible for strategy development, economic and technological development, science and technology demonstration, scientific decision-making and supervision and inspection of the region.

3.2.2 Innovating Management Training Methods

Contiguous poor areas need to establish a high-quality cadres and management team to improve management capability knowledge poverty alleviation. First, to establish cadre training base relying on Area Party School or universities, regularly organizing cadres at all levels to learn new policies, new knowledge at base and updating their concepts, to help improve capability of decision-making and management coordination, in order to lead and participate in poverty reduction continuously effectively. Second, “going out” and “attracting in” should be executed simultaneously. To organize management cadres in the first line of poverty alleviation project to

the eastern coastal areas to study once or twice every year, achieving a combination of learning and project promotion. But also to invite experts from higher levels of government agencies and universities to make lectures, so that cadres of the Area informed of the latest progress of poverty alleviation of the country and the world.

3.3 The Parties Working Together to Build a New Model of Knowledge Poverty Alleviation

3.3.1 Promoting Counterpart Support of Areas

“Counterpart support” is a development model with Chinese characteristics condensed out in the history of China’s reform and opening up. Achieving Poverty Reduction of Wuling Mountain Area cannot leave the help of the developed area.

First of all, Central and state organs, state-owned enterprises, universities and other subordinate units should actively go to designated counties for poverty alleviation with IT, research team and funding (Wen, 2012). Second, the party and government organs and enterprises and the developed counties of the local should work in the countryside, helping the real poor and forming the model of “one to one”. The third is to encourage relevant institutions of the eastern region to strengthen the Area farmers’ knowledge and skills, promote new technologies, and disseminate new knowledge through distance education information network and other ways.

3.3.2 Establishing Cooperation Model in Area

The integration of knowledge poverty alleviation require the contiguous poor areas to achieve cooperation, break the shackles of administrative divisions, integrate knowledge resources and optimize resource allocation, to establish a unified platform for knowledge poverty and increase spillover benefits of the knowledge poverty alleviation and achieve the entire Area goal ultimately.

3.4 Improving Institutional Mechanism to Achieve Educational Equity

Good educational systems and mechanisms are important ways and means to achieve knowledge poverty alleviation in Wuling Mountain. But previous training shows that although the state has invested a lot of manpower, material and financial resources, but still cannot help the poor out of poverty and get prosperity because of lack of pertinence, resulting learning more useless things at last.

3.4.1 To Train and Provide Personnel for Knowledge Poverty Alleviation Relying on Universities

First, six colleges and universities administered by Ministry of Education should increase the number of enrollment of students from contiguous poor areas, so that more students from the Area can become personnel with high level. Second, the Area should increase efforts to recruit talent, and introduce more liberal incentives. The Area can implement “millions” project with five years, which means to introduce one hundred doctoral graduates, one thousand master’s graduate students, ten thousand

graduates per year from the National College, constantly enriching the Area fronts, various industries, and gradually improving personnel structure and establishing reasonable talent echelon according to the practical needs. Third, to implement “culture immigration project” combining of the characteristics of the local natural and cultural resources endowment, and to implement the a national “Funding for students of contiguous poverty-stricken areas project”, granting concessions of full tuition exemption to college who come back the field and serve for the Area at least five years, and to implement “Business Plan in Poor Areas” to encourage college graduates to venture to gather talent for area development. Fourth, to encourage students to actively participate attachment internship training in destitute areas, and to increase the scale of “transferring students” and “Student Village”, and help them solve work, life and the subsequent development-related issues, so that they can get in and stay.

3.4.2 Strengthening Basic Education and Reserving Good Talent for Contiguous Poor Areas

Compulsory education and upper secondary education is an important support to achieve sustainable development of contiguous poor areas, on the one hand, to provide talents for the universities, on the other hand to improve the quality of labor in the new period to meet the objective requirements of economic and social development. According to the development plan, Wuling Mountain Area should achieve universal access to nine-year compulsory education, enrollment rate secondary education to reach 90% by 2020. In order to accomplish these indicators, one is to improve the educational infrastructure Area and school conditions, and to improve basic education wage to attract and retain teachers. Second, the local government must strictly enforce state laws and regulations, to ensure that every school-age child can complete compulsory education successfully, but also to grasp connotative development of secondary education, through the establishment of “Poverty Alleviation Educational Fund for Contiguous Poor Areas” and other forms of social support, to eliminate the phenomenon that the child cannot afford books due to lack of money, and to ensure that every child from poor families can directly finish high school to university with dignity, to reserve personnel for the sustainable development of contiguous poor areas on a strategic perspective.

3.4.3 Strengthening Vocational Education to Help the Poor Mastering Skills

The distinctive characteristic of vocational education is an important means to help quickly get rid of poverty. Therefore, county district school, vocational schools and other training institutions make full use of modern means of radio and television and distance education, integrating teachers and teaching professional skills and knowledge to the poor systematically. The Area also should support

the employers to establish a stable labor training base, developing orders training. Second, according to local conditions, on-demand teaching principles, creating kinds of practical courses such as modern agricultural techniques, organic vegetable cultivation, animal husbandry and veterinary, ecological farming, etc. The third is to organize rural party, grassroots agricultural workers, rural prosperity experts to make practical technical train for farmers by a flexible and diverse, and to pick elite technical force with ability of proficient practical operation from agriculture-related departments, consisting of training squad to open mobile classroom, live lectures, live answering on farms. Fourth, to give full play to rural library as a classroom role, and to propagate the development of agricultural science and technology knowledge according to the seasons and agricultural production needs by publicity column form. Fifth, to carry out improvement activities of the whole people quality of scientific and technology, making village leaders, local talent, rural rich hotshots and technology correspondent as the main training target, and focusing on cultivating a technology leader team. Sixth, to organize capable personnel to study in leading enterprises in rural areas and industrial base. The local government can encourage science and technology correspondent to form a interests community with the local talent and farmers, one to one helping, through funding, technology shares, paid services and other incentives measures, through funding, technology shares, paid services and other incentives measures. Seventh, technology leaders should play “setter” role, to promote practical techniques and technology literacy, driving more people out of poverty.

3.5 Guiding the Poor to Actively Participate in Poverty Alleviation Projects

Survey shows that a number of poverty alleviation projects in poor areas are rarely participated in recent years. The “Rain Plan” which is one of the three major poverty alleviation and development projects of poverty alleviation office of the state also suffered cold in some areas, facing the problem of shortage of students. Some of Poverty training funds strand in fiscal accounts.

First, let the poor know that if they want to get rid of poverty, they must actively receive training to learn advanced technology and practical management knowledge of production and sales and enhance the ability of self-wealth. Second, the poor should actively understand relevant poverty reduction policies, to establish their dominant position in the poverty alleviation projects and effectively protect their rights and ensure their rights to know the relevant information and the progress of the decision-making and exercise supervision and enhance their awareness of rights in the form of lectures, publicizing and other ways.

CONCLUSION

Enhancing the poor's skills, building knowledge dissemination network, enhancing cultural dynamics, integrating territorial resources and strengthening the ability of self "blood" of the poor by consolidating the knowledge infrastructure and building information dissemination platform are the fundamental of the knowledge poverty alleviation, but also the main path for the contiguous poor areas to become rich. It is the key to ensure the success of poverty alleviation and achieve the goal of knowledge poverty alleviation that the government must strengthen the government's awareness of the importance of knowledge and increase capital and technology support for the Area and promote the cooperation of the destitute areas and developed areas and gather a variety of practical talents through vocational education and improve poor people's consciousness. Meanwhile, the role of knowledge poverty alleviation is a means of using cultural and technological forces ultimately, which has obvious concealment and delay role in economic and social development .

The author believes that, the effectiveness of the knowledge poverty alleviation requires a longer process due to the specific quantitative of the research of knowledge investment and outputs requiring a longer period. But once it has an effect, the effect is immeasurable. In addition, the measurement of social and economic effects of knowledge poverty alleviation is a huge project, needing to build a scientific, rational and workable measurement tool. It is also an important part of the content we want to study in future.

Premier Li Keqiang pointed out that more than half of the poor and contiguous destitute areas are mostly concentrated in the western region on the forum for promoting west development and poverty alleviation work held in Maryland on August 19, 2013. Poverty reduction is an important indicator to measure development, but also the emphasis and difficulty to build a comprehensive well-off society. In order to win this new era poverty battle, in addition to funding and policy support, actively

exploring a new path to enhance the poor's skills through knowledge "blood transfusion", and actively developing "knowledge-based" industries with characteristic of green and low-carbon and vigorously developing permanent talents are both worthy of attention in the current poverty campaign for the party and government at various levels, and a new topic worth caring form the academic.

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