

Exploration of the Path of Financial Poverty Alleviation in Yunnan Province

Qiaoran Wang*, Dekang Wu

School of Economics, Yunnan Minzu University, Kunming 650500, China

Abstract

Realizing rural revitalization and modernization is the top priority for the future development of Yunnan's rural areas. Finance, as an important means of poverty alleviation, should be used more in practice to solve rural poverty and development problems. This paper analyzes the current financial development status of Yunnan Province and the potential problems of economic development in Poverty-stricken areas, and proposes to take the financial poverty alleviation as an opportunity, with the government as the leader, banks and other financial institutions as the main participants, and the financial poverty alleviation + industry as the support, Enlighten the people, emphasize education, and establish a new style as the guarantee, and finally realize the development path of financial precision poverty alleviation of poverty eradication and common prosperity.

Keywords

Financial Poverty Alleviation; Path Exploration; Poverty Alleviation + Industry.

1. Introduction

Yunnan Province is a remote province integrating ethnic, mountainous, and border areas. Due to many factors such as history, ethnicity, culture, and geographical environment, there are relatively many poor people. This effectively improves the development of my country's border areas and promotes the masses of our Yunnan ethnic areas. Income is our goal to win the fight against poverty.

In view of this, this article intends to explore the path exploration of financial targeted poverty alleviation to promote economic development and people's livelihood in Yunnan, in order to provide financial path exploration and policy analysis for the economic development of Poverty-stricken areas in Yunnan. Based on the literature and exploratory experience of other scholars, this article will analyze the basic situation of financial development in Poverty-stricken areas in Yunnan Province, especially the financial infrastructure, policies, and the basic situation of the audience in Poverty-stricken areas. In the development situation of Yunnan Province, we found deficiencies, looked for development opportunities and new innovations. The central part is committed to proposing the development path of financial targeted poverty alleviation in Poverty-stricken areas in the future, in order to provide path support for the construction of financial targeted poverty alleviation in Poverty-stricken areas of Yunnan Province, and then From point to point, promote the overall economic development of Poverty-stricken areas and the improvement of people's living standards, and finally put forward the conclusions and policy recommendations of this article.

2. Review of Research Status

In 2004, my country's famous economist Zeng Kanglin put forward the concept of "poverty alleviation finance", which has since laid the foundation for financial poverty alleviation. Su Chang and Su Xifu (2016) concluded: Financial poverty alleviation means that the government

and banks actively guide funds to the Poverty-stricken areas through reasonable means or methods, and use policies and financial products tailored to local conditions to use the resources of the Poverty-stricken areas through the operation of funds. The realization of Poverty-stricken areas economic growth in Poverty-stricken areas and the Poverty-stricken groups can get rid of poverty[1].

At present, domestic and foreign research on targeted financial poverty alleviation mainly focuses on the causes of poverty on the financial side, the role of financial poverty alleviation, and the development of financial poverty alleviation. First of all, in terms of the reasons for poverty on the financial side, American economist Nurkse (1953) conducted research on the supply and demand aspects of poor areas. Capital is the main cause of poverty in poor areas. The more scarce the capital, the more likely it is that poverty will occur, and put forward the poverty cycle trap theory accordingly[3]. Banerjee A and Esther Duflo (2011) have in-depth research on poverty. They believe that the root cause of poverty in poor areas is caused by social opportunities and the lack of resources available to the poor. They have a poor ability to plan for the resources they have. Insufficient ability to accept risks. Due to the lack of financial support such as loans, the poor are unable or unwilling to make "small investments" such as basic education and vaccines, which will make their situation even more embarrassing. Furthermore, they will bear the burden. More responsibilities, fewer public services, and other reasons, so this requires the government to invest more manpower and material resources in this area to promote changes in this situation[3].

Secondly, in terms of the role of finance in poverty alleviation, Yang Hong, Wang Qiaoran, Zhang Ke(2021) and other studies have proved that targeted financial poverty alleviation has a significant effect on the economic development of Poverty-stricken areas, and promotes regional industrial development and guides Poverty-stricken areas out of poverty[4]. It has significant hematopoietic function in getting rich. This method has obvious advantages compared with the previous method of only transfusing blood to poor areas. Lee, J.H. and H.O. Choi (2017) found in their research that financial poverty alleviation is about the diffusion of production activities, new product construction, new service creation, and new concepts[5]. He Wenhu (2017) believe that targeted financial poverty alleviation is to provide financial services to entrepreneurs in small and medium enterprises in Poverty-stricken areas, and promote economic development through vigorous development of related industries. Create more employment opportunities, thereby promoting the development of Poverty-stricken areas[6]. Hirschman (1991)[7], Yang Hong, Wang Qiaoran(2012)[8], research also believes that, based on the experience of developed countries, poor areas should provide financial support to their leading industries, so that advantageous industries can drive the development of other industries, thereby promoting economic development. Michael D. Kaplowitz and Frank Lupi (2012) believe that the capital market in rural areas should be actively improved, such as related bank branches, providing more financial services, more financial products suitable for rural areas, and improving rural financial services to help the poor. Provide better financial support for the population to get rid of poverty[9]. Chen Xiao, Wu Jia (2018) believe that financial targeted poverty alleviation and my country's rural revitalization strategy should be better matched. According to the theory of collaborative governance, financial targeted poverty alleviation and rural revitalization The strategy has a lot of room for coordination, and financial targeted poverty alleviation should be taken as the forward-looking position of the rural revitalization strategy[10]. Wang Shuguang (2008) even pointed out that behind the dual economic structure, the dual financial structure is playing a fundamental role, and more attention should be paid to related financial development. The lag in rural financial services has led to many countries including China. An important factor in the long-term lack of development in developing countries[11].

In addition, with regard to the development of financial poverty alleviation, Han Jianmin (2012) believes that precision poverty alleviation focuses on precision, and he did not accurately collect poverty alleviation funds through national policies. Less, and thus the phenomenon of policy dislocation has appeared[12]. Scholars such as Sreelata Biswas (2014) believe that the imperfect financial system and the lack of distribution of service outlets in poor areas are important factors for the insufficient influence of finance on poor areas. At the same time, rural financial products are single and unmatched. Unmatched rural demand and other factors prevent the poor from receiving effective credit support[13]. Zhang Weikang (2017) believes that, as a market-oriented enterprise, the pursuit of profit is the essence of banks, and financial poverty alleviation is a high-risk, low-yield project. Therefore, in the financial precision poverty alleviation project, there is a gap between Profit-seeking and public welfare. Contradiction[14]. Zhang Lijuan (2017) pointed out that the infrastructure construction in rural areas is relatively backward, and the credit rating of the poor people will be very difficult. The appearance of corresponding information asymmetry will cause the loan business process to be slow and the timeliness of the loan It will be very poor[15]. On the other hand, it will also weaken the enthusiasm of financial institutions for financial poverty alleviation. Gao Tianyue (2016) pointed out that ethnic minorities have their own cultures and languages, and their unique living habits are not easy to change. They also have a natural fear of loans and other businesses and need guidance in specific areas[16].

Based on the research of these scholars, we can obtain a lot of theoretical foundations, and we can better understand how capital causes poverty, the importance of capital in poverty alleviation, and finance can play a very active role in the process of targeted poverty alleviation. Firstly, it can promote infrastructure construction in Poverty-stricken areas and play a fundamental and leading role in economic development. Secondly, it can inject capital into local leading industries to promote the development of leading industries, and then promote the development of other related industries and increase employment. Promoting economic development, in addition, can directly provide capital assistance to the poor, and provide capital loans for their entrepreneurship or the development of agricultural products industries to help the population in Poverty-stricken areas get rid of poverty. However, in the process of development, problems such as imperfect financial infrastructure and systems, misplacement of policies and funds, low enthusiasm caused by the Profit-seeking of banks, and the natural fear of financial loans by the poor have also emerged. Existing research provides a good reference and reference for this article, but there are also the following points that need to be improved: First, the relevant literature is developed relative to the whole of China or a large area as the research object, and the research on the Yunnan region However, Yunnan, as a province and city in southwestern China, has a special geographical and humanistic tradition, which requires targeted research. Secondly, this article will examine the actual situation in Yunnan Province and the development of targeted financial poverty alleviation. Analyze the situation, and propose a path and model suitable for the development of financial precision poverty alleviation in Yunnan Province. Third, it is necessary to pay attention to the psychological factors of the audience in Poverty-stricken areas. This article will propose the natural fear of financial loans and payment-based Bar and WeChat-based credit information database, etc., in order to promote the development of Poverty-stricken areas.

3. The Main Problems Faced by Financial Poverty Alleviation in Yunnan Province

3.1. The Construction of Bank Outlets is not Complete

The construction of bank business outlets in Yunnan has been lagging behind. The business outlets set up by the middle, agricultural, industrial, commercial, and four major banks are all

located in cities above the county level, (township) and town level areas, especially in rural areas. In poor ethnic areas, there are generally no business outlets established by the Big Four banks.

Table 1 shows the number of business outlets of the four major banks in Yunnan Province, as well as the Postal Savings and Rural Credit Cooperatives. The six banks have 3,637 business outlets in Yunnan, and the total population of Yunnan Province is 45.96 million, which is equivalent to 12,600. /Piece; there are 49,072 employees in 3,637 business outlets, which is equivalent to 0.0937 million people per person. Among them, more business outlets and related employees are distributed above county-level cities, and for the majority of poverty Regions, there will be fewer corresponding financial service outlets, and there will be fewer opportunities for services.

Table 1. The number of business outlets and employees of major banks in Yunnan Province in 2019

institution name	Business outlets	Number of employees
ICBC	357	8105
Agricultural Bank of China	647	12531
Bank of China	166	4122
China Construction Bank	335	7485
China Postal Savings Bank	854	3397
Rural Credit Cooperatives	1278	13432
total	3637	49072

Data source: Yunnan Supervision Bureau of China Banking Regulatory Commission

The current situation is that our financial targeted poverty alleviation strategy layout lacks a basic rural basis. For our financial targeted poverty alleviation strategy, a reasonable ratio of business outlets in poor areas is the first step in our strategic layout. The most important step is to penetrate into Poverty-stricken areas, reach out to the vast number of peasant groups, and widely disseminate the relevant financial inclusive policies and related products of our country. Moreover, it can be timely in the implementation of relevant policies in the future. The feedback and updates of the company can update and improve our products. Therefore, the establishment of rural banking outlets is the focus of our financial precision poverty alleviation work.

3.2. The Slow Development of the Production Factor Market in Poor Areas

The economic development of poor areas is relatively backward, and the transformation of concepts and ideas is slow. Therefore, the development of the relevant production factor market is almost zero, and because of its backward economic development and low added value of resources, there are few available effective collaterals. In the past few years, Yunnan Province has actively carried out the trial of "three rights and three certificates" mortgage funds. However, the mortgage of production factors in rural areas, especially in poor areas, has been extremely difficult. The "three rights and three certificates" such as rights cannot be effectively evaluated, traded, and transferred. The later realization, disposal, and utilization are also difficult to achieve. Difficulties in capital exchanges. The development of industries in poor areas and the upgrading of agriculture have inhibited the continuous inflow and two-way flow of financial funds, which has brought great obstacles to targeted financial poverty alleviation, and is an urgently needed link in the current financial targeted poverty alleviation work.

3.3. The Poor Areas Lack a Leading Industrial System

Targeted poverty alleviation is to develop leading industries based on the actual conditions of different regions and based on their factor endowments, so as to shape the relevant industrial chain and lay out the regional industrial system in order to drive local employment and economic development. It is also described by the trickle drop theory.

As can be seen from Figure 1, there were 4260 registered companies in Yunnan Province in 2018, including 92 large companies, 486 medium-sized companies, 3435 small companies, and 247 micro-enterprises. In terms of the total number, compared with 19,695 companies in Guangdong Province. In other words, only about one-fifth of the other side's, and large-scale enterprises in Yunnan Province accounted for only 2% of the total. They are distributed among the provincial capitals and major prefecture-level cities. For remote and Poverty-stricken areas, their influence is poor, and their driving ability is almost equal to Therefore, for remote and poor areas, it is necessary to have related industries as the basis for poverty alleviation, to produce an economic system and an industrial system in line with local development, so as to revitalize the economy and increase employment. Of course, this requires the government and society. Of joint efforts.

3.4. The Natural Fear of the Financial Sector in Poverty-stricken Areas

Most of the rural areas in the Poverty-stricken areas of Yunnan Province, many of them are Poverty-stricken areas, and the people have fewer channels for communication with the outside world, and they know little about new things in the outside world, especially for the financial industry that requires a certain knowledge reserve and practical experience. This is one of the most important new things. The more important reason is that the overall education level of the people in rural areas is very limited, the acceptance of new things is very low, and the risk tolerance is poor, especially for financial products. Since there have been more fraud incidents in rural areas in recent years, rural areas have maintained a particularly cautious attitude towards this aspect. Therefore, this is a major obstacle to the advancement of financial poverty alleviation.

Furthermore, few people in rural areas can make good use of the financial targeted poverty alleviation policies. People in poor rural areas lack entrepreneurial and innovative capabilities and need relevant professionals to lead or guide them to make better use. Good related financial products.

3.5. The Nature of Profit-seeking has Led to the Lack of Enthusiasm for Banks and Other Financial Entities

Targeted financial poverty alleviation is more of welfare finance, and it is more about transferring the benefits generated to the people in Poverty-stricken areas, so that the people in poor areas can enjoy high-quality and low-cost "financial products", which is great for the people in poor areas. It's a good thing. However, in the framework of financial poverty alleviation, banks and other financial services play the role of service providers and profit-makers. It takes more manpower, material and financial resources to penetrate the financial services in ethnic areas, and the resulting benefits are Small, so financial service providers such as banks are not very motivated.

As shown in Table 2, in 2019, the six large banks of China, the ICBC, Agricultural Bank of China, Bank of China, China Construction Bank, China Postal Savings Bank and Rural Credit Cooperatives totaled 111.817 billion yuan in inclusive agricultural loans, the Bank of China was 694 million, Industrial and Commercial Bank of China was 1.696 billion, and China Construction Bank of 3.064 billion, the amount of agricultural loans is less than 5 billion, and the Agricultural Bank of China is 13.578 billion. The amount of loans does not match the social responsibility of this bank. Compared with the vast rural poor areas, large banks' Inclusive agriculture-related

loans are far from enough, let alone the amount of inclusive agriculture-related loans of small and medium-sized banks. For the entire financial targeted poverty alleviation, large-scale enterprises should play a more important role.

Table 2. The amount of inclusive agriculture-related loans of major banks in Yunnan Province in 2019

institution name	amount (100 million)
ICBC	16.96
Agricultural Bank of China	135.78
Bank of China	6.94
China Construction Bank	30.64
China Postal Savings Bank	114.17
Rural Credit Cooperatives	813.68
total	1118.17

Data source: Yunnan Supervision Bureau of China Banking Regulatory Commission

3.6. The Credit System in Poverty-stricken Areas is not Sound

Poor areas have been on the fringe of the financial system for a long time, and there has been little development in the construction of the financial system. Therefore, the construction of the system is very important. The first thing to bear is the construction of the credit system. Therefore, the lack of the credit system is the first priority for the financial precision poverty alleviation work. Hinder. In the current financial precision poverty alleviation work, the incompleteness of the personal credit system in poverty alleviation areas has led to information asymmetry between banks and individuals and collectives, causing a large amount of bad debt and other asset losses on the bank's side. The loan business has made problems such as the reduction of loan quotas in poor areas and the time and flow of loans more cumbersome and cautious, and bilateral trust has decreased. Therefore, the first task in promoting targeted financial poverty alleviation is to establish credit in poor areas. Value system to promote the improvement of bilateral economic relations.

4. Research on the Path of Financial Poverty Alleviation

4.1. Establishing Internet+ Financial Poverty Alleviation Projects

The most fundamental way to promote Poverty-stricken areas is to develop industries that meet the advantages of local resource endowments, especially those industries that can accommodate more low-quality talents, because when these industries develop, they can promote local economic development and promote low-income groups. Employment, fundamentally solve the poverty problem. Only in this way can the vitality of the local economy be strengthened, the economic capital market can be revitalized, and the transformation of local economic talents from blood transfusion to hematopoiesis can be promoted. Only in this way can the local economy, industry and talents be stimulated. Upgrade the system so that you are not afraid of poverty and will not be poor.

Financial poverty alleviation can start from multiple industries to achieve targeted poverty alleviation, tailored to local conditions, based on targeted financial poverty alleviation, led by the physical industry, and formulate targeted industrial development guidance for various Poverty-stricken areas in Yunnan Province to promote local economic development.

4.1.1. Financial Poverty Alleviation + Tourism

Tourism is the current pillar industry of Yunnan Province, and the Yunnan Provincial Government has also put forward the development strategy of "Colorful Yunnan" at the right time, making the tourism industry of Yunnan Province even more prosperous.

In 2018, the total revenue of tourism in Yunnan Province was 899.144 billion yuan. Tourism has played a pivotal role in the economic development of Yunnan Province. Therefore, it is a very good choice to support the development of tourism in poor areas with relevant resources. On the one hand, it can be used The loan interest of financial funds is used to develop the tourism industry. Tourism is an industry with less investment and more jobs. It has a very positive impact on increasing the income of residents in Poverty-stricken areas. On the other hand, the tourism industry in Yunnan Province is a big name. The sign has already started, and there is no need for more advertising, publicity and other large investment. Therefore, if local resources can be used to develop tourism, it will be an opportunity for the development of Poverty-stricken areas.

4.1.2. Financial Poverty Alleviation + Infrastructure Construction

The construction of infrastructure is the foundation of a local economic development. As the saying goes, "If you want to get rich, you must first build roads." Infrastructure construction is the foundation for a place to attract capital and talents. Yunnan Province is a border region of our country with complex terrain. Therefore, transportation facilities have always been a shortcoming in Yunnan. Therefore, the importance of smooth transportation to the economic development of Poverty-stricken areas in Yunnan Province is self-evident.

According to the "Statistical Bulletin on the Development of the Transportation Industry in 2018" issued by the Ministry of Transport, as of the end of 2018, the national railway operating mileage reached 131,000 kilometers, the total highway mileage was 4,846,500 kilometers, and the navigable mileage of inland waterways was 127,100 kilometers. Up to 235. Through horizontal comparison, it can be found that the transportation development situation in Yunnan Province is at the middle and lower level. In addition to the good development of the aviation industry, there is a lot of room for the development of infrastructure such as railways and highways. It borders Myanmar, and the south is adjacent to Laos and Vietnam. Convenient transportation plays a positive role in the development of foreign trade. Moreover, the development of the transportation industry will also help the progress of Yunnan's tourism industry. Therefore, targeted financial poverty alleviation is to help poor areas. The development of infrastructure in the impoverished areas will lay a solid foundation for the development of other industries in Poverty-stricken areas.

4.1.3. Financial Poverty Alleviation + Education

Education, as the foundation of building people and the foundation of poverty alleviation, will play an important role in poverty alleviation and prosperity in Poverty-stricken areas. The development of education is to replenish and create blood for the talent pool in Poverty-stricken areas. However, as students in Poverty-stricken areas, it is difficult to afford the tuition from elementary school to university and the cost of living. Therefore, the development of our financial precision poverty alleviation project has a good place to play a role, and it can be given low interest rates or even lower interest rates. Interest-free loans can help students in Poverty-stricken areas have books to read and eat, they can learn knowledge smoothly, and then give back to their hometowns. In this way, the economic development of Poverty-stricken areas will get a virtuous circle.

4.1.4. Financial Poverty Alleviation + Agriculture

Yunnan Province is basically in a subtropical and tropical monsoon climate, with high altitude, flat hills and mountains in the region, and sufficient rain. Therefore, for the Yunnan region, agricultural development can develop subtropical fruits, medicinal materials, flowers and other

economic crops, which can be expanded on a large scale. However, what farmers in Poverty-stricken areas lack most is professional management guidance and funds. Therefore, the economic development of agriculture requires financial support from the financial industry and government cooperation. The government provides relevant professional talents in order to obtain funds and talents. The financial industry and the government cooperate to promote the development of agricultural cash crops in impoverished areas. Based on the development experience of "Shandong Shouguang", develop agricultural products suitable for Yunnan Province, create its own agricultural brand in Yunnan Province, and promote agriculture and economy in Poverty-stricken areas A benign development system that combines development and promotion.

4.1.5. Financial Poverty Alleviation + Township Enterprises

The export products in Yunnan Province, especially the sale of medicinal materials and fruits, are mostly primary products, so the price is low and the added value is low. Therefore, the income level of farmers is very low. Therefore, the financial industry can go from primary processing to deep processing. Promoting the development of township and village enterprises in Poverty-stricken areas can further develop the economy of Poverty-stricken areas and increase local employment. Township and village enterprises can play a very important role in promoting local economic development in Poverty-stricken areas, invigorating the flow of local capital, talent and other factors, and can also promote local financial income and promote local construction in all aspects.

4.2. Establish a Special Financial Poverty Alleviation Liaison Mechanism with a Combination of Township Governments and Banks

The development of Poverty-stricken areas is inseparable from the implementation plan of local government departments for local poverty eradication and the exploration of local economic development paths. However, for economic development, banks and other financial institutions can provide good programs and suggestions. Therefore, In the local exploration of solutions to the poverty problem, the two departments can conduct closer discussions and cooperation, so as to formulate solutions that are in line with the factor endowments of the time and the local reality; secondly, the explorers of financial precision poverty alleviation are promoting the Poverty-stricken areas. In the practice of economic construction and characteristic projects, the financial sector is more to provide financial support and suggestions for the implementation of the plan. At the same time, it also needs the support of local government departments, manpower and policy advancement, especially in the construction of infrastructure The development of township and village enterprises, as well as the development of local agricultural economy and regional brands, require the active collaboration and joint promotion of government departments. Therefore, if a characteristic financial precision poverty alleviation department with the cooperation of the government and banks can be established in Poverty-stricken areas, it will Will forcefully promote the development of impoverished areas.

4.3. The Government Establishes a Special Financial Inclusive Program and Increases Financial Input

Banks, as an enterprise, chasing profits are their fundamental attribute. However, financial targeted poverty alleviation is more of a social welfare issue, and it is more to benefit people in poor areas. Instead of transferring payments to poor areas, it is better to pass Financial precision poverty alleviation projects have established agricultural upgrades in Poverty-stricken areas and established related industries, thereby increasing employment, fundamentally promoting economic growth and increasing employment. Therefore, financial targeted poverty alleviation should be led by the government, supported by national finances,

executed and assisted by banking institutions, and assisted by social organizations. The government should do more and greater efforts to establish Special financial inclusive special funds are used for financial targeted poverty alleviation projects to help the development of Poverty-stricken areas in a realistic manner.

4.4. Establish more Business Outlets and Targeted Financial Products

The vast rural areas of Yunnan Province, especially the Poverty-stricken ethnic areas, have very few financial business outlets. Due to the large investment in rural areas, low short-term returns, and high risk coefficients, relevant banks and other financial institutions seldom operate. The establishment of business outlets in these areas is a market-oriented economic law of Profit-seeking. However, targeted financial poverty alleviation is a policy that benefits the people and requires the government and banks to show more courage and assume more social responsibilities.

Banks and other financial institutions should build more business outlets in Poverty-stricken areas so that people in Poverty-stricken areas can enjoy financial services. This is an important first step and the starting point for our financial precision poverty alleviation, because there is no relevant financial precision. We are unable to leverage greater economic development potential as the pivot of poverty alleviation. Secondly, our government should cooperate more with banks and other financial institutions, according to the factor endowment and development plan of the region, let the banks design corresponding financial products, and establish more targeted financial products that have local characteristics and meet local needs. In this way, it can be compatible with the economy of ethnic regions and have a high degree of integration with the economy, thereby promoting economic development and local industrial development and employment.

4.5. Introduce Financial + Entrepreneurial Guidance Talents

The development of talent team construction in Poverty-stricken areas in Yunnan Province is very backward, and the development of the regional economy cannot be separated from the gathering of various talents. For financial poverty alleviation projects, compound talents who are familiar with financial business, research agricultural planting companies, and are familiar with entrepreneurship are very important.

First, the natural fear of the groups in rural areas towards the financial industry's sense of distance has led to their resistance to financial products and they need to be guided by relevant personnel to let them understand what financial and financial products are. Start to get in touch with financial products and use related products; secondly, because they don't understand the current communication equipment, cultural level, and cutting-edge financial policies, they need a group of people to guide them to make good use of current financial products and Government policies can help them to better develop agriculture and agriculture-related industries, develop local agricultural economic products, and guide the creation of regionally influential brands such as fruits and vegetables, medicinal materials, and health products in Yunnan Province.

Secondly, there is a large gap for other related talents, for agricultural planting and improving seeds, for the planting and improvement of fruits and vegetables, for the operation and development of township and village enterprises, and other related talents. Combined with the national policy of college students as village officials, It can combine talents and resources to help the development of Poverty-stricken areas.

4.6. Establish a Credit System based on Alipay and the Internet

In rural areas of Yunnan Province, especially poor areas, due to the imperfect credit system, the bank's loan procedures in poor areas are complicated and cumbersome, the loan amount is small, and the review span is long. This has caused a lot of inconvenience. Therefore, the establishment of Alipay The credit system based on Ant Credit and the Internet is particularly

urgent. This can establish a basic credit network in rural areas and lay a solid foundation for the development of financial precision poverty alleviation projects. The process of personal loans is approved for decompression.

5. Yunnan's Financial Poverty Alleviation Policies and Suggestions

To sum up, this article starts with the problems faced by the targeted financial poverty alleviation in Yunnan Province, and proposes a path suitable for the development of targeted financial poverty alleviation in Yunnan Province, in order to provide corresponding theoretical basis for the development of targeted financial poverty alleviation in Yunnan Province.

5.1. The Government should Make Overall Plans and Achieve a Lot

Financial targeted poverty alleviation, as a financial service business dedicated to serving poor areas, has features such as inclusiveness and externality since its inception. Therefore, the government can do a lot in it. The government should assume more responsibilities for targeted financial poverty alleviation. The cause must be planned, with policy guidance and support, and special financial funds should be provided to allow the financial targeted poverty alleviation to maximize its externalities and benefit more ordinary people.

5.2. Banks and Other Financial Institutions should Bravely Shoulder Heavy Responsibilities and Make Accumulations

Banks and other financial institutions play the most important role in targeted financial poverty alleviation. Therefore, banks and other financial institutions should assume more social responsibilities, and should take the responsibility of serving the people in Poverty-stricken ethnic areas as their own responsibility and establish more The business outlets actively cooperate with the government to coordinate policies, establish financial products that are compatible with the local government's planning and local factor endowments, and establish more targeted financial products that have local characteristics and meet local needs.

5.3. The Goal should be to Establish an Industrial System in Poverty-stricken Areas

Targeted financial poverty alleviation should be based on the development of industries in Poverty-stricken areas. The financial industry can provide funds and insurance services for local development projects, thereby establishing an industrial system that is in line with local development. Only in this way can the problem of poverty be solved fundamentally. Blood transfusion transforms blood, forms a local industrial system and economic development system, promotes the employment and income generation of local people, and lifts them out of poverty.

5.4. Pay Attention to the Role of Education and Talents in Targeted Financial Poverty Alleviation

First of all, we must open up people's wisdom, which is to eliminate people's misunderstandings about financial products and financial services in Poverty-stricken areas and relieve people's resistance to financial products, so as to benefit. Since inclusive products go to start businesses, to generate income, and to be widely used locally Promote and educate financial knowledge, procedures, and the consequences of default, cultivate the habit of repayment on time, and establish a good credit habit.

Targeted financial poverty alleviation is to use finance as a brick to attract the jade. Taking financial products as an opportunity, the government as the leader, banks and other financial institutions as the main body, the financial precision poverty alleviation + industry as the support, the wisdom of the people, the emphasis on education, and the establishment of a new

trend are guaranteed, and finally realized Eliminate poverty and let poor areas form a self-sufficient hematopoietic system and the goal of prosperity for all.

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