

Research on Targeted Poverty Alleviation Development Strategy of Embroidery Products from the Perspective of Intangible Cultural Heritage

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Abstract

The participation of intangible cultural heritage in targeted poverty alleviation is an important anti-poverty strategy in China. In many areas, it has carried out some practical explorations, such as the model of cultural and ecological protection experimental area, the model of ecological community museum, the tourism of ethnic villages, the folk culture performance of landscape live performance and so on, which is used in all aspects including accurate identification, accurate assistance, accurate management and so on. It promotes industrial poverty alleviation, structural adjustment, and sustained increase in farmers' income by focusing on the development of agriculture, light industry and other industries across the country. It adheres to industrial poverty alleviation, attaches importance to the idea of characteristic development, optimizes the layout of local industries, focuses on the development of characteristic products and studies the industrial structure. At the same time, it will conduct deep processing of products and coordinate and guide the work of product promotion by setting up a special group for product promotion in order to open up a "well-off road", helping the masses get rid of poverty. Practice has proved that it must be clear that the competition of comprehensive strength will inevitably become the competition of products in developed areas and poor areas under the general trend of gradually forming a unified domestic market and integrating with the international market.

Keywords: Targeted Poverty Alleviation, Intangible Cultural Heritage, Traditional embroidery crafts, Development

Intangible cultural heritage is a cultural resource and a kind of cultural capital. At present, the theoretical research on the participation of intangible cultural heritage in cultural poverty alleviation is mostly focused on problem exploration, strategy search and evaluation analysis, but there are few studies on the participatory governance and sustainable development of the intangible cultural heritage ecosystem. In the poverty alleviation practices of administrative agencies at all levels, cultural capital and economic capital are intertwined and transformed, there are no prominent boundaries between productive conservation and economic development and between original conservation and cultural filtration. At the same time, there are frictions in interest coordination among developers,

the representative inheritors and community groups are relatively dependent on each other, and the protection of intellectual property rights lags behind. All these factors affect the precision and effectiveness of the involvement of intangible cultural heritage in development-driven poverty alleviation. Therefore, in the context of targeted poverty alleviation, we should study the fit and coupling between intangible cultural heritage and development-driven poverty alleviation, coordinate the game among different links and factors in the optimal development model, and explore the anti-poverty strategies of intangible cultural heritage with the joint participation of multiple actors. Moreover, we should construct a balanced mechanism for the participation of intangible cultural heritage in targeted poverty alleviation, and realize the harmonious development between conservation and development, culture and economy, life and ecology, individual and community, and originality and creativity, so as to analyze the

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feasibility and reflect on countermeasures for theoretical research and realistic practice.

1. The history and cultural connotation of Chinese folk embroidery

Embroidery began with ancient sewing, and animal skins became an early vehicle for embroidery. China was the first country in the world to use silk, and with the development of national silk culture and nest silk, embroidery technology gradually emerged. The earliest record of embroidery was found in "Shang Shu: Yu Shu" which describes the legend of how to make clothing in the regimes of Shun and Yu [1]. From the Han Dynasty, embroidery was not only used to decorate garments, but also to fill gifts and decorate walls. Embroidery sewing developed in the Tang and Song dynasties was flexible. During the Ming and Qing dynasties, various varieties of embroidery had matured throughout the country, and were famous at home and abroad for their unique techniques and traditional cultural characteristics. In Chinese culture, the sense of auspiciousness has a long history. From the perspective of social development, when the productive forces have developed to a certain stage and can guarantee people's basic life, it becomes inevitable to pursue spiritual enjoyment. The hard-working and clever folk artists put their sincere wishes into embroidery with their own hands and have a rich variety of folk embroidery patterns. Praying for good fortune, these patterns all implicitly and simply reflect people's pursuit and aspiration for a better life. The meanings contained in traditional folk art such as totem worship, auspicious blessings and religious beliefs have become a form of decorative art, which no longer carries its original sacred and mysterious meaning. However, from an artistic point of view, these ancient embroidery works display their stored information about the social life of the people and the unique aesthetic style of the times. Their spiritual hopes and living conditions also reflect the light of Chinese civilization with a history of thousands of years. The deeper and more comprehensive the cultural implications of these products, the higher their value. Therefore, folk embroidery plays a role in inheriting and developing traditional folk embroidery art.

2. Organic connection between intangible cultural heritage and targeted poverty alleviation

From the perspective of intangible cultural heritage itself and the objective need of targeted

poverty alleviation, it is reasonable and necessary to realize the organic connection between the two.

Intangible cultural heritage can be transformed into market industries and products with the help of market circulation management and market competition mechanism, in order to generate considerable economic benefits. In this way, the protection of intangible cultural heritage promotes the development of industries and economic uplift. Accordingly, the development of industry can also promote the protection and inheritance of intangible cultural heritage, so that the protection and inheritance of intangible cultural heritage and economic and social development can develop together in a coordinated manner.

At present, China is in a dualistic society in which tradition is transformed into modernity, and the mobile and open social structure has equipped people with modern ideas and behaviors under the influence of traditional culture. It accelerates the interaction between different ethnic groups and regions, and creates more business subjects and trade opportunities, which prompt us to develop intangible cultural heritage for poverty alleviation with innovative ideas and modern thinking. China's intangible cultural heritage is rich in resources and has a wealth of original project carriers. Since 2006, four batches of national intangible cultural heritage projects have been announced, with 1,372 items and 3,145 sub-items in 10 categories. A large amount of heritage has practical and appreciative values, and is highly competitive in the market. For example, folk literature, folk music, folk dance, and traditional skills all occupy an important position in tourism development, which can enhance the perception and pleasure of tourists. Folk art, traditional handicraft and traditional medicine can also be directly transformed into tourism products, so that capital and culture can be transformed into each other and eventually achieve the win-win situation of poverty alleviation and elimination and intangible cultural heritage inheritance.

In the process of development, the government, enterprises, inheritors, community groups, social organizations and other diversified effective actors are actively involved in the design and implementation of development-driven poverty alleviation, which can ensure the source of funds for developing poverty alleviation and intangible cultural heritage projects. The central and local financial authorities set up special funds for poverty alleviation and intangible cultural heritage protection to attract

and drive the diversified funds and form a capital pool, which can better promote the development of the intangible cultural heritage industry and advance its heritage and protection.

3. Targeted poverty alleviation countermeasures - solutions for embroidery products

3.1 Development of targeted products for poverty alleviation

We should develop embroidery products that combine the Internet and poverty alleviation. For some poverty-stricken areas where transportation is difficult and information dissemination is hindered, we should take advantage of the wide dissemination of information on the Internet to further improve the design and creativity of embroidery products, increase the variety and create brand products. Moreover, we should establish a training mechanism, give full play to the advantages of establishing an Internet sales platform, understand consumers' needs through the Internet sales platform, provide offline supply services of embroidery products for the targets in need of poverty alleviation and sign contracts with e-commerce companies to establish experience stations for poverty alleviation products in the poverty-stricken areas to enhance targeted poverty alleviation. The advantage of embroidery products for targeted poverty alleviation on the Internet is that the products are transformed from the traditional mode to the modern mode, which adds a new sales channel for embroidery products. The standard of the embroidery products is not so high, because of the industrial characteristics of the poverty-stricken areas.

3.2 Development of special poverty alleviation products

Firstly, we should develop poverty alleviation products that combine tourism and embroidery. According to the advantages of the characteristic industries in the target areas for poverty alleviation, tourism and embroidery should be combined, embroidery products should be packaged as tourism souvenirs, and industrialized ago-tourism products should be developed to relieve poverty. Poor farmers can seize the good opportunity of tourism development to expand more sales channels, thus transforming embroidery products into consumer goods supply. Poverty alleviation products that combine tourism with embroidery are a useful solution to poor sales and boost economic growth in poor areas. Secondly, we should develop

"photoelectric" products to alleviate poverty. By installing solar panels on the roofs of the targeted poverty alleviation areas, the natural resources in the targeted poverty alleviation areas can be exploited rationally to generate electricity by light energy. Unlike the previous products for targeted poverty alleviation, the "photoelectric" products use the necessities (electricity) of targeted poverty alleviation products for poverty alleviation, thus changing the traditional model of poverty alleviation products. The "photoelectric" poverty alleviation product converts solar energy into usable electricity, which can also generate material value and reduce the cost of living for poor households. Moreover, it provides living resources for the target poor population, improves the quality of life of people in the target poor areas, and makes effective use of natural resources in the field of poverty alleviation. It directly improves the living conditions of poor families. At the same time, it increases the economic income of the target poor population [2].

4. Reflections on the development of embroidery products

1) In response to the practical problems of traditional embroidery with single species and outdated patterns, the pattern design can be improved. The most original embroidery products are pillow tops and bedding, which have become the vehicle for presenting embroidery art. More classic embroidery works are mostly from the top of the pillow. Most embroidery designs on the top of pillows are auspicious, a theme that expresses the simple desire for a better life, such as a carp jumping over a dragon gate. Although it has outstanding traditional Chinese characteristics, the embroidery technology of these patterns is relatively crude and backward, and the stitching method has not been further advanced. As a result, the product has deviated from modern aesthetics, resulting in a lot of labor-intensive and embarrassing embroidery that fails to generate economic benefits. Under such circumstances, it is necessary to change the traditional pattern and improve the embroidery of the products, so that such products can be loved by modern people. At the same time, basic home decorations such as sofa pillows, table flags, bedspreads, coasters and murals are also added to the design and development of modern homes. Therefore, it is possible to try to add modern design elements to traditional embroidery patterns, thus diversifying the styles of the products.

2) New elements can be added to embroidery products, such as red culture-themed embroidery, or country life-themed embroidery. A series of embroidery product industries with characteristics can be created, so that tourism and other related projects can be developed from different themes to further develop and stimulate consumption and open sales for embroidery products.

3) The materials of embroidery should be improved and the quality and artistry of the products should be enhanced. Moreover, given the aesthetics and practicality of embroidery, the standard of embroidery fabric should be enhanced. Firstly, for large embroidery, it is suggested to use silk material to match the work time, material and price, and to improve the quality and standard of production. Second, for practical products, for example, cushions and clothing, the comfort and practical aspects of the fabric must be considered, as well as the color, style and other aspects.

4) The embroidery content should be consistent with the stitching method and attention should be paid to details. The silk thread used for embroidery should be reasonably orderly in thickness, layered, contrasted with reality, and well matched with the composition of color and pattern style.

5) Marketing channels should be broadened. Sales should not be driven by tourism alone, but should be integrated into modern online marketing and video marketing and other sales models, so as to more widely spread embroidery products, and let

more people appreciate the artistic charm of embroidery products.

5. Intangible cultural heritage helps to build the balance mechanism of targeted poverty alleviation

As an important cultural resource for targeted poverty alleviation, intangible cultural heritage can increase the economic income of community residents and enhance their intrinsic cultural capital through creative transformation and innovative development. Therefore, the development of intangible cultural heritage has become an important anti-poverty strategy valued by the state.

In this process, the inheritance and development of cultural resources in intangible cultural heritage, the transformation and upgrading and the way of practice will face the game between conservation and development, culture and economy, life and ecology, individual and community, and originality and creativity. The heritage and development of intangible cultural heritage should be organically integrated into targeted poverty alleviation. It not only solves the problem of poverty, but also realizes the sustainable development of cultural ecology, enriches cultural connotation, protects cultural diversity, and realizes the purpose of using the heritage, beautifying the products, enriching the community, and improving the ecology.

5.1 Focusing on top-level design, and enhancing the scientific nature of the government's precise management

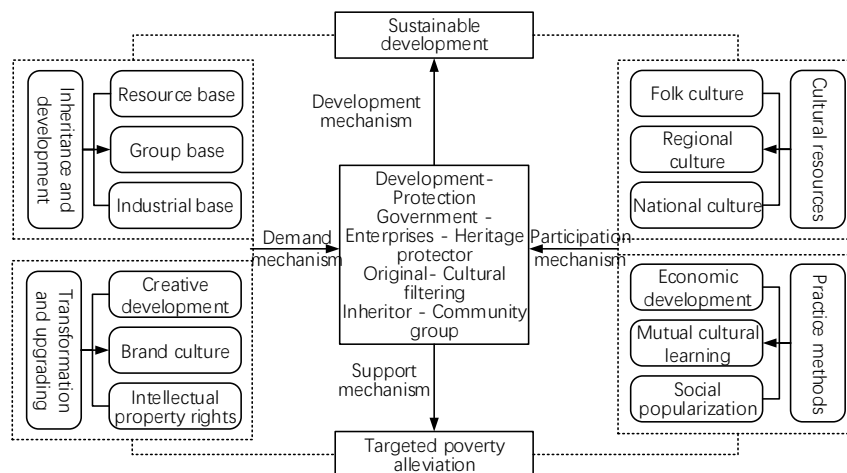


Figure 1 A balanced mechanism for developing intangible cultural heritage under targeted poverty alleviation

In the protection and development of intangible cultural heritage, the government should be in charge of formulating, issuing and executing the policies.

However, due to the local segmentation, there are conflicts between the vertical governments at all levels and between related departments horizontally.

It shows that the protection and utilization of intangible cultural heritage are mostly static and conservative. Moreover, the quantitative evaluation of work performance is not objective, and the implementation of national laws and policies is insufficiently conducted. Therefore, to ensure top-level policy design, we need to uphold the concept of holding up the heavens and supporting the earth, work with a focus, and take targeted actions. To hold up the heavens, we should introduce the advanced model of intangible cultural heritage development with an international perspective, start from the strategic overall situation, target key issues, follow the law of development, and enhance the science and foresight of policy formulation and implementation. To support the earth, we should focus on sorting out and refining local policy documents, integrating heritage resources, reflecting development trends, and organically integrating policy guidance and development concepts, based on our regional flavor and development reality. In this way, it not only focuses on the carrier of innovation, but also highlights the practical characteristics and enhances the scientific nature of the government's precise management.

5.2 Paying attention to interest coordination, and regulating the rationality of accurate distribution of interests

At present, the government is facing new challenges in the provision of intangible cultural heritage services. For example, the demand for public cultural services is growing rapidly, the structure of the public's public cultural service demand is becoming more and more complex, and the public's awareness of the main body of cultural participation is gradually awakening, while the previous monopolistic mode of supply is no longer adapted to the new trends and requirements of intangible cultural heritage development. Therefore, the government needs to transform its functions, adhere to the principle of minimizing intervention, and build a development model integrating government, market and community, so as to jointly promote the construction of the system for developing intangible cultural heritage.

The government should formulate relevant policies and regulations to regulate the behavior of social groups and individuals, and provide a favorable political environment for intangible cultural heritage protection. At the organizational level, the government should improve intangible cultural

heritage protection institutions at all levels, and perfect the staffing and institutional settings. At the level of financial guarantee, financial support is the material basis for the further development and inheritance of intangible cultural heritage. Therefore, the government should increase the construction of infrastructure for intangible cultural heritage, and increase the expenditure and investment in various aspects such as the protection of inheritors to ensure the

5.3 Focusing on expanding funding to ensure accurate and sustainable investment

It is far from enough to develop intangible cultural heritage relying merely on the government. However, it is imperative to appeal to, attract and mobilize social forces to broaden the fund channels for the development of intangible cultural heritage. The attribute of intangible cultural heritage as public culture determines the dominant and realistic nature of government financial investment to some extent. The Intangible Cultural Heritage Law explicitly requires governments at all levels to include relevant expenditures of intangible cultural heritage in local fiscal budgets. Moreover, the government has given appropriate economic preference to remote and backward areas and set up special management funds, which have helped to stabilize and alleviate the development-driven poverty alleviation of intangible cultural heritage. In order to encourage more enterprises, individuals and social organizations to invest in intangible cultural heritage protection and development, the state has established a mechanism of tax reduction and interest subsidies. In February 2019, the Ministry of Finance, the State Administration of Taxation and the Propaganda Department of the Central Committee of the Communist Party of China issued a notice, indicating that for-profit cultural institutions should be converted to enterprises and exempted from corporate income tax for five years from the date of conversion and registration. The cultural unit that appropriates business funds by the financial department should be converted into enterprises. Their self-use properties should be exempted from property tax within five years from the date of conversion and registration. Those who have made outstanding contributions to the development of intangible cultural heritage may be granted with appropriate incentives such as financial incentives or honorary titles. In this way, it can motivate all parties to participate in the development of intangible

cultural heritage for poverty alleviation and ensure the long-term investment of social capital.

A dynamic funding mechanism should be implemented to avoid a "one-size-fits-all" funding model. Financial investment should be increased in developing intangible cultural heritage to ultimately take targeted measures to reduce and eradicate poverty for the poor, rather than investment for the sake of investment. We should try to avoid a "one-size-fits-all" funding model, and we cannot merely invest without any effect. Therefore, in addition to increasing the fixed fund investment, we should implement a dynamic fund investment mechanism, set up an incentive fund, and practice a reward and punishment system. More funds and appropriate rewards should be granted to those enterprises, individuals and social organizations that strictly abide by the Intangible Cultural Heritage Law and achieve good results in the development of intangible cultural heritage to alleviate poverty, not only protecting the original ecological environment for the continuation of the heritage but also improving the economic income level of the poor people. Those enterprises, individuals and social organizations that have caused damage or loss to intangible cultural heritage due to ineffective implementation should be punished through legal means. Also, experts should be organized to evaluate and appraise them, and exit mechanism should be strictly implemented. For those enterprises, individuals and social organizations whose work is perfunctory, negative or stagnant, funding should be reduced accordingly, and fines should be imposed as appropriate. Through the dynamic fund allocation mechanism, the enthusiasm of enterprises, individuals and social organizations in poverty alleviation and development can be fully mobilized to ensure that poverty alleviation funds are utilized in a practical, flexible and effective manner, thus eliminating negative thoughts such as "waiting for state aid funds, relying on financial allocations from higher levels and asking for poverty alleviation funds".

6. Conclusion

The relevant management departments have actively explored the tourism value of intangible cultural heritage as it has the potential and connotation of commercial development in intangible cultural heritage, therefore, they apply it to all aspects of targeted poverty alleviation including accurate identification, accurate assistance, accurate management, etc in order to eventually achieve the

material and spiritual poverty alleviation. At the same time, it still needs to solve four pairs of game relationships: Heritage protection and poverty alleviation, original ecological protection and cultural filtering, government enterprises and heritage holders, representative inheritors of heritage and community groups. We can truly balance the relationship between the two by enhancing the scientificity of government's precise management, standardizing the rationality of precise distribution of interests, ensuring the continuity of precise investment of funds, and maintaining the authority of precise protection of intellectual property rights to achieve the management of intangible cultural heritage timely, properly and supplementarily.

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