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**Specifications for operation management of planting service
project on internet**

互联网+种植服务项目运营管理规范

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Foreword

This guidance technical document was drafted in accordance with the rules given in GB/T 1.1-2009. Please note that some of the contents of this document may involve patents. The issuing organization of this document is not responsible for identifying these patents. This guidance technical document was proposed and managed by the China National Institute of Standardization. This guiding technical document drafting unit. Shandong Fengxin Agricultural Service Chain Co., Ltd., Shandong Institute of Standardization, China Standardization Research Institute, Shandong University of Architecture. The main drafters of this guiding technical document. Dong Jinfeng, An Jie, Liu Bolin, Sun Zhaoyang, An Xin, Cheng Yue, Liu Jishi, Wang Jing, Wang Bo, Yan Xiantao.

The 19th National Congress of the Communist Party of China proposed to implement the strategy of rural revitalization and improve the agricultural socialization service system. Planting services are important for agricultural socialization services. component. China has a large area of crop cultivation and a large development space, but most of the poor areas have not been able to keep up with the technology and services of the farming industry. Problems such as low energy levels and unclear market information channels still exist, resulting in low planting efficiency and slow industrial development. By implementing the "Internet The "planting service" project can effectively improve the farmers' ability to plant technology, increase the income of farmers, and help the poor to help the poor. "Internet Planting Service" establishes a smart agricultural planting management system, builds a mobile Internet planting service system, and sets up a village-level station. The "one-stop" planting service platform of the planting service team provides farmers with a light and efficient full-scale planting service to help farmers get out of the tradition. The difficulty of agricultural planting is low, the income is low, and the risk is high, which increases the

income of farmers. According to statistics, through the implementation of the project, the average yield of crops is up to More than 12%, pesticides reduced once or twice, fertilizer reduced by 1/3, farmers less invested 1/3, showing a significant feature of low input and high output. with At that time, poor households can apply for the work of planting service specialists at the village level, provide jobs for poor households, and improve the self-development ability of poor households. Can become the preferred industry for precision poverty alleviation. In order to standardize the operation of the industry in poverty alleviation projects and promote typical experiences and practices, this guide is specially formulated. Sex technical documents. This guidance technical document can be used as reference for the operation and management of the "Internet Planting Service" poverty alleviation project. Internet planting service project operation management specification

1 Scope

This guiding technical document gives the project conditions, the division of responsibilities, the project organization and operation, the analysis of the expected results of the project, and the project evaluation and management for internet plus planting service projects, and provides related information on a typical case of targeted poverty alleviation through internet plus planting services in China (see Annex A). This guiding technical document applies to the operation management of internet plus planting service projects.

This guidance technical document gives the project conditions, division of responsibilities, project organization and operation, and project pre-project of the Internet planting service project. Contents of effectiveness analysis, project evaluation and management, and provide information on typical cases of accurate poverty alleviation for Internet planting services in China (See Appendix A). This guidance document is applicable to the operation and management of Internet planting service projects.

2.1 Facilities and equipment conditions

2.1.1 The communication network in the project implementation area is unblocked.

2.1.2 Equipped with information service equipment, a smart phone, installed the planting service APP tool, and skilled application.

2.1.3 The information service equipment is in normal operation and can meet the definition requirements of graphic and video display.

2.1.4 Equipped with bicycles, electric vehicles and other vehicles suitable for field roads.

2.2 Personnel conditions

2.2.1 Should be healthy, have the ability to work, and the body can complete the farming and farming operations or planting services.

2.2.2 should be familiar with the planting production and management process and willing to engage in planting work.

2.2.3 Be proficient in operating smart phones, actively learn and accept the necessary planting knowledge and technical guidance training.

2.3 Other conditions The following conditions will be more conducive to the implementation of the "Internet Planting Service" precision poverty alleviation project.

---The planting industry development area (county, township) has the advantage base or plan of a county, one industry, one village and one product planting industry;

--- Has been able to hire technical talents such as planters and agricultural technicians who can carry out on-site technical training in the development area for a long time;

--- The implementation of the planting cooperatives and agricultural production service organizations in the region is better.

3 division of responsibilities

3.1.1 Providing basic information

3.1.1.1 The farming development area (county, township) government (hereinafter referred to as the government) provides local poverty alleviation planning for planting industries.

3.1.1.2 The government provides basic information on poor households and assists the implementation of the implementation of accurate docking of poor households.

3.1.2 Organizational promotion

3.1.2.1 The government assisted the implementation of the propaganda and promotion of the planting service poverty alleviation model and introduced support policies.

3.1.2.2 The government incorporates planting services into local new professional farmer training, etc., to help organize poor households to participate in training.

3.1.2.3 The government listed planting services as local entrepreneurship support projects, and supported poor households to work on plant-level site planting services.