

Guiyang villages reaping benefits of efforts

Local officials have helped to develop natural environment, e-commerce and tourism industries

By YUAN SHENGGAO

Villages in Guiyang, capital of Guizhou province, are undergoing dramatic improvements in economic development, environment and people's livelihood as the local government continues to boost e-commerce and "internet plus agriculture" to revitalize the rural areas.

"In recent years, Guiyang has grown the industrial revolution in rural areas and supported the development of local industries in scale, branding, industrialization and collaboration," said Chen Yan, mayor of Guiyang.

The city will build a new group of demonstration zones for rural revitalization, which integrate natural environment, industrial development, rural governance and innovation, he added.

In 2020, the total value of the agriculture, forestry, animal husbandry and fishery in the city surpassed 30 billion yuan (\$4.63 billion).

The influx of e-commerce platforms into the rural market has transformed the way of local shopping, brought improvements to local people's lifestyles, and become an important way of promoting targeted poverty alleviation, local officials said.

Libei village, which once relied on traditional agriculture, is now renowned as Guizhou's first Taobao Town, with booming online sales of its local specialties such as rice tofu, zheergen, Chinese bacon and other agricultural products across the nation.

The village has created a two-way information service platform to analyze statistics, distribution locations, and sales of shopping malls, supermarkets, and convenience sites throughout the county.

"In addition to selling products on e-commerce platforms, we also learned to sell goods through livestreaming," said Lu Kunlun, an entrepreneur at Libei village.

Once a migrant worker, Lu returned to his hometown to start a business in 2018.

He began selling goods through



Clockwise from top: The picturesque sea of flowers in Youer village in Qingzhen, Guiyang. Farmers attend a training class on planting in Qingzhen city, Guiyang. Consumers look to buy vegetables and agricultural products from poverty-stricken areas at a supermarket in Guiyang. PHOTOS PROVIDED TO CHINA DAILY

livestreaming and set a record of 1 million yuan in sales during a single session.

Qingzhen in Guiyang is another landmark for e-commerce development in rural areas. It was awarded as a national-level comprehensive demonstration zone for rural e-commerce development in 2015.

On Jan 20, the Qingzhen New Year Festival opened on online big data platform One Code Guizhou, which covers exhibitions, consumer vouchers and consumption scenarios.

Qingzhen selects famous and high-quality local products, establishes the themed area of Qingzhen New Year on the platform and uses a WeChat public account, short videos, webcasting and other channels to publicize its eight bowls, specialties and scenic spots such as Qingzhen Huangba, Four Seasons Guizhou Hot Spring and Hongfeng Lake.

On Jan 29, the city opened its first

e-commerce service center to facilitate the development of the live broadcast e-commerce industry.

The center built a live broadcast room to promote the integration of new media and enterprises while expanding the pool of internet celebrities.

In 2017, Qingzhen launched a cloud platform on quality traceability research and construction of agricultural products from Guizhou Changjin Luojiqiao Base, Youqi Vegetable Base and Shanyun Tea Base. Each production base has equipment to monitor and analyze atmospheric humidity, soil, air pressure and other data, while synchronously transmitting it to the system terminal.

Together with the base agricultural information filled in by the producer, it forms a basic product that can be viewed by scanning the code on the mobile phone.

With the support of the agricultural cloud platform, the agricultur-

al sector's supervision of products is faster and easier.

In the past, Yadianhe village in Qingzhen was dirty, chaotic and poor.

The village's change in appearance has benefited from the government's rural revitalization plan, which requires not only economic prosperity and social development, but also a beautiful environment.

"Thanks to the government's subsidies, the dry toilets have been converted into clean and sanitary flushable toilets. A new courtyard wall and flower beds were built in my house, and the environment in the village is much better," said Li Haimei, a resident in Yadianhe village.

Li used to be a migrant worker but has since started a farmhouse in her hometown.

Guiyang has cleaned its villages through seven key projects, including domestic sewage treatment and the upgrading of rural toilets.

In 2020, the city built 141 demonstration villages for the improvement of human settlements. It also renovated 24,604 household toilets in rural areas and 214 village-level public toilets.

Through in-depth improvement of rural homes, the production and living conditions of Yadianhe have been greatly improved.

The village has attracted Guizhou Zhilian Agricultural Technology to set up a boutique fruit, vegetable and citrus base and also encouraged villagers to participate in the industry.

"The altitude here is low and the climate is warm," said Cao Zhengyuan, head of the base.

"It is very suitable for growing oranges. The environment is also beautiful, which is very suitable for the development of tourism."

Covering 20 hectares, the base is operated on a business model consisting of company, cooperative, village collective and farmers.



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"The model has transferred the land of more than 100 villagers. The annual rent per mu, or 0.06667 hectares, is 600 yuan, and 15 percent of the income will be distributed to the villagers," Cao said.

"The villagers earn at least 80 yuan a day and the base has planted the 'Red Beauty' orange variety imported from Japan. In the future, it will be transformed into a modern agricultural sightseeing park," he added.

Each year, many tourists drive to visit, relax and pick mulberries at Yadianhe.

"We will continue to improve rural human settlements, build high-quality orchard bases and expand and optimize the mulberry industry," said Fan Houjin, Party secretary of the village.

"We will also rely on the unique natural scenery and tourism foundation to actively develop rural tourism and realize the integrated development of agriculture, culture and tourism."

Fan said the village is working on a rural tourism plan centered on Dongfeng Lake and including Zhijin Cave and Wujiang Gallery Scenic Area. Officials aim to build the entire village into a combination of water tourism, boutique orchard sightseeing, and farming.



The fishery breeding base of Wangmo county, Guizhou province. PROVIDED TO CHINA DAILY

City aids areas in fight against poverty

By YUAN SHENGGAO

Guiyang, capital of Guizhou province, has advanced the rural industrial revolution and launched a series of assistance projects to lift impoverished areas out of poverty, said local officials.

Chen Yan, mayor of Guiyang, said the city has implemented six major assistance projects driven by its industries, markets, education, medical care, and cadre mutual aid. The city has got rid of poverty by the end of 2019.

Since 2016, the local government has set up poverty-alleviation funds of 1.83 billion yuan (\$282 million), with a total of 458 poverty assistance projects. The city has lifted 510,000 people out of poverty and removed 13 counties out of the poverty list in Guizhou over the past five years, he said.

In Babu village, Jiaona town of Wangmo county, Qianxinan Buyi and Miao autonomous prefecture in Guizhou province, purple-red tea trees grow bountifully as the mountain breeze blows. In the tea garden, machines are chiming as more than 10 villagers weed with agricultural tools such as weeders and sickles.

Wang Hong, the legal representative of the village's farmers' professional cooperative, said since the tea industry has been developed in the town, many villagers who went out to work have chosen to return home and start their own businesses.

"Villagers can earn 300 yuan in dividends per mu each year, and can collect daily labor fees ranging from 100 to 120 yuan depending on the type of work," Wang said.

In 2018, Guanshanhu district in Guiyang assisted Jiaona town with poverty alleviation.

The district helped the town with projects, employment, education and medical care. The district has invested 7.35 million yuan in special assistance funds to help the town's industrial development since 2018.

With the multifaceted support of Guanshanhu district, the town currently has 17 professional farmer cooperatives participating in tea seedling planting and 68 tea seedling planting points, a total of 13 professional farmer cooperatives in seedling cultivation and 34 seedling growing points.

"With the help of the district, our town has reduced the poverty rate from 41.76 percent in 2014 to 1.24 per-

cent in 2020," said Liu Jiajun, deputy Party secretary of Jiaona town.

The city has built nine relocation sites for poverty alleviation. More than 3,000 households with 12,090 people have been moved out of the impoverished mountains and settled in cities and towns.

It also encourages leading enterprises to build planting and breeding bases of vegetables, fungi, pigs, cows and fishery in impoverished areas.

One example is Guiyang Agricultural Investment Development's vegetable base project of more than 33,000 hectares covering 36 counties in nine cities in Guizhou. It has helped 150,000 farmers increase their incomes.

Guiyang supported the company to construct a standardized 600,000-bird breeding base in Wangmo county, with a total investment of 150 million yuan. "I used to be farming at home, and I didn't have much income. Now I come to the base to work, and I can earn 3,500 yuan a month," said Peng Falan, a 33-year-old local villager. Peng works at the chicken breeding base and is responsible for picking out damaged and dirty eggs on the egg-sorting line. This is her first job.

'Three-sense communities' fostered in place

By HAO NAN
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Residential community offices in Guiyang, the capital of Southwest China's Guizhou province, are making efforts to make residents have a greater sense of gain, happiness and security to meet their ever-growing needs for a better life.

The initiative is in response to the call of the local government to further optimize the system of basic public services and support for social welfare projects.

In May 2020, the Guiyang government put forward the building of "three-sense communities", which refers to communities providing a sense of gain, happiness and security.

Chen Yan, mayor of Guizhou, said the city will focus on the construction of "three-sense communities" this year and build 41 trial communities with good living environment and better services.

In Nanming district, for example, living environments have been greatly improved in communities under the jurisdiction of the subdistrict office of Xinhua Road, with the office pouring more resources into establishing new infrastructure and supporting facilities, expand-

ing green areas and building cultural corridors.

The subdistrict office of Shuidong Road in Yunyan district has focused more on the improvement of hygiene and health services.

It has boosted cooperation between a community health center with an elderly day care center to provide more than 3,000 elderly residents with entertainment, rehabilitation, psychological counseling and other related services.

Shijicheng Street in Guanshanhu district has also made steady progress in developing "three-sense communities".

To enrich the spiritual and cultural life of local residents, the street office has built a 24-hour self-service library, which is to be open to the public for free later this month.

The library has two floors covering a total area of 230 square meters. It will provide popular science, literature, politics and children's books, with a maximum storage capacity of 15,000 books, said Li Ling, deputy director of the street's social affairs service center. "The library will stimulate people's passion for reading and promote the sharing of culture. It will also enhance the public's cultural and

ethical quality at the same time," Li added.

In addition to the library, the Shijicheng area also boasts a comprehensive cultural center, which has a basketball court, music studios and rooms for dancing and playing table tennis.

A total of 26 cultural and sports teams have registered and taken part in activities there, Li said.

Jiang Datang, a local resident, plays table tennis at the center everyday.

"Before the rooms were put into operation, I had to go to the downtown area to find a place to play, which was very inconvenient," Jiang said. The 76-year-old was selected as the chairman of the Shijicheng table tennis association in 2015 when it was founded. Now, the association has more than 50 members.

A small health clinic was recently built at a square by Shijicheng Street, with the help of two community health centers and the Guiyang iKang Guobin Medical Center. The clinic is equipped with instruments for monitoring the heart, blood pressure and blood sugar. Doctors at the clinic will provide free services from Monday to Friday.



From left: Residents play ping-pong at a fitness room in Guanshanhu district in Guiyang. CHEN YANG / FOR CHINA DAILY Locals enjoy an art exhibition in Guiyang. PROVIDED TO CHINA DAILY

