

Moutai helps poor students realize their dreams

Guizhou liquor brand provides funding for young people in rural areas

By YUAN SHENGGAO

China's leading liquor producer Kweichow Moutai has been ramping up efforts to launch large-scale public welfare activities and offer assistance to students in need across the country through its Hope Project for Dream Realization since 2012.

Over the past nine years, the cumulative donation from Moutai has reached 914 million yuan (\$13.06 million), benefiting a total of 182,800 students.

Held by Moutai and the China Youth Development Foundation, this year's event, in Congjiang county, Qiandongnan Miao and Dong autonomous prefecture in Guizhou province on Thursday, focused on poverty-stricken areas, especially poor counties and regions affected by the COVID-19 epidemic and floods. Moutai is to provide 20,000 students in need with 5,000 yuan each across the country this year.

"This is the ninth consecutive year that Moutai has joined hands with the China Youth Foundation, donating 100 million yuan per year to subsidize 20,000 students to enter university and realize their dreams," said Li Jingren, general manager of Moutai.

He said China has entered a historical period of poverty alleviation and Moutai is playing its part in the process by taking full corporate social responsibility, especially helping grassroots students in rural areas.

Guo Meijian, chairman of the China Youth Development Foundation, said the foundation will continue to help students, educate people and implement the Hope Project with Moutai.

"Over the past years, the project has been widely praised by all sectors of society and has become a name card for China's public welfare undertakings in the new era.

"Educating people and wholeheartedly serving the growth of young people is the responsibility of the Hope Project," Guo said.

Started in 2012, Moutai's Hope Project has subsidized rural students who were admitted to full-time colleges and universities. For freshmen who are excellent students, they will be provided with a one-time subsidy of 5,000 yuan per person for their transportation and living expenses.

Since 2016, Moutai has spent half of the funds in its hometown every year.



Clockwise from top: Students receive financial assistance at the launch ceremony of Moutai's Hope Project for Dream Realization this year. This is the ninth consecutive year that Moutai has joined hands with the China Youth Foundation, donating 100 million yuan per year to subsidize 20,000 students. Students read a poem during the event. PHOTOS PROVIDED TO CHINA DAILY

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Li Jingren, general manager of Moutai

914 million yuan

has been donated by Moutai in its Hope Project over the past nine years

"Moutai is not only Guizhou's Moutai, but also China's Moutai. It is Moutai's duty to play its role

in society," Li said. Moutai's Hope Project has become the country's key public welfare event with the largest amount of donation, recipients, the widest coverage and the most far-reaching impact, he said.

"As the provider of this special grant, Moutai is proud to have the opportunity to help the most dynamic group of young people in

China," said Luo Qiang, governor of Qiandongnan Miao and Dong autonomous prefecture, adding that Moutai has a pure heart for education and love.

Luo said Moutai has added new strengths to poverty alleviation in Guizhou, sowed new hope for education, and fully demonstrated its social responsibility as a national brand of China.

Financial grants give youth a fighting chance

By SONG MENGXING

songmengxing@chinadaily.com.cn

The financial assistance offered by Kweichow Moutai was just what 18-year-old Wei Suyu from Congjiang county in Guizhou province needed to fulfill her dream of going to university.

Wei and other aspiring students from poor rural areas received the grants worth 5,000 yuan (\$723) from the liquor giant at an event hosted in Congjiang on Aug 20.

"Moutai's help has really relieved the financial pressure on me and my family," Wei said.

Coming from a poor rural household, Wei was aware that she would have difficulty affording to go to university, but that didn't blunt her determination, instead she sought financial assistance elsewhere.

Pan Hongke, 19, from Yaogui village in Congjiang, also received a grant at the event.

Before receiving the financial assistance, Pan had planned to borrow money from friends and apply for a state loan.

Moutai began handing out financial awards to poor students in 2012 and donates 100 million yuan to the China Youth Development Foundation every year. The funds are used to help those who receive college and university places that year.

The group has donated a total of 914 million yuan through the event, benefiting 182,800 students.

At the event in Congjiang, Du Fuguo, a soldier who was blinded



Moutai began handing out financial awards to poor students in 2012 and donates 100 million yuan to the China Youth Development Foundation every year. PHOTOS PROVIDED TO CHINA DAILY

“No matter life is smooth or rough, it is necessary to respect life with continuous self-improvement... The Moutai grant solved my living costs for the first semester as a freshman, giving me confidence and hope.”

Shi Shuping, a student from the Dong ethnic group in Guizhou

and lost his arms in an explosion, delivered an inspiring speech to the students.

Shi Shuping, from the Dong ethnic group in Guizhou, spoke at the conference as a representative of

recipients. "No matter life is smooth or rough, it is necessary to respect life with continuous self-improvement," Shi said.

Shi received financial assistance from Moutai in 2015 and is now is a

master's student at Minzu University of China. Shi said she remembers how she felt receiving the university admission letter in 2015.

At that time, Shi's mother made clothes away from home in Guangzhou and earned 3,000 to 4,000 yuan a month. Her father looked after three children at home.

Shi said her parents had mixed feelings of grief and joy when the admission letter arrived as they could not afford her tuition.

"The Moutai grant solved my living costs for the first semester as a freshman, giving me confidence and hope," Shi said.

Shi said she wants to work in a higher-learning institution in Guiz-

hou studying the language of the Dong ethnic group after graduation.

A video played at the conference showed how several students helped by Moutai had become model employees in their work.

As of the end of July, the Moutai grants have helped 100,000 people go to university.

"They have lifted themselves out of poverty by their own efforts," Li Jingren from Moutai said.

Li added it was the company's great honor to witness the dreams of impoverished families come true.

A 2019 survey found that 96.14 percent of the recipients said they "feel warmth and support from society and have more positive energy"

and 95.57 percent of them said they "are more willing to help others" after receiving the subsidies.

Liang Yongliang, 18, received top marks in science in the national college entrance examination in Congjiang this year, and got an admission letter from Tianjin University. He also received the Moutai grant at the conference. "I think Moutai offers help in a wider sphere and aids those who really need it," Liang said.

Guo Meijian, president of the China Youth Development Foundation, said: "Moutai has made outstanding contributions to the healthy growth of young people and society's common prosperity in the past nine years."

