



PAGE 3: B. ABOUT YOU

Q1: Respondent details

Name	To be completed
Organization	Alibaba Group
Email Address	To be completed
Phone Number	To be completed

Q2: Country or Customs territory

CHINA

Q3: Organization

Private sector



PAGE 4: C. ABOUT YOUR CASE STORY

Q4: Title of case story

The Life of Taobao Couriers

Q5: Case story focus

E-commerce development and efforts to bridge the "digital divide".

Q6: Case story abstract

This video shows the life and dedication of Taobao couriers, working in rural and urban areas. Couriers may look like they are doing simple and ordinary work, however, with their bare hands, they tirelessly deliver one package after another, and are said to be the backbone of e-Commerce in rural China.

Q7: Who provided funding?

Other (please specify) To be completed

Q8: Project/Programme type

Single country

Q9: Your text case storyLink to Video: <https://www.youtube.com/watch?v=rh9n08ecS4Y>

Description:

This video shows the life and dedication of Taobao couriers, working in rural and urban areas. Couriers may look like they are doing simple and ordinary work, however, with their bare hands, they tirelessly deliver one package after another, and are said to be the backbone of e-Commerce in rural China.

Q10: Lessons learnt*Respondent skipped this question*