



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

E-commerce in Rural China

Q5: Case story focus

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

Q6: Case story abstract

To help poor farmers join the modern economy, entrepreneurs are introducing e-commerce to rural China, giving farmers access to wider markets and higher prices for their produce. To witness their progress, Alizila visited the Taihang Mountains in China's Henan Province, spending time with Du Qianli, a farmer's son who founded an online shop that sells natural plants and herbs gathered from the mountain villagers. In this news video, e-commerce entrepreneur Du Qianli explains how his Taobao organic foods online store is helping poor farmers in China's Taihang Mountains earn extra income.

Q7: Who provided funding?

Other (please specify) To be completed

Q8: Project/Programme type

Single country

Q9: Your text case story

Link to Video: <https://www.youtube.com/watch?v=LKSxZZk6y28>

Description:

To help poor farmers join the modern economy, entrepreneurs are introducing e-commerce to rural China, giving farmers access to wider markets and higher prices for their produce. To witness their progress, Alizila visited the Taihang Mountains in China's Henan Province, spending time with Du Qianli, a farmer's son who founded an online shop that sells natural plants and herbs gathered from the mountain villagers. In this news video, e-commerce entrepreneur Du Qianli explains how his Taobao organic foods online store is helping poor farmers in China's Taihang Mountains earn extra income.

Q10: Lessons learnt

Respondent skipped this question
