

## The Hebian Experiment of Targeted Poverty Reduction and Rural Vitalization





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# Village profile



Hebian village, Mengla county, Xishuangbanna prefecture, Yunnan province



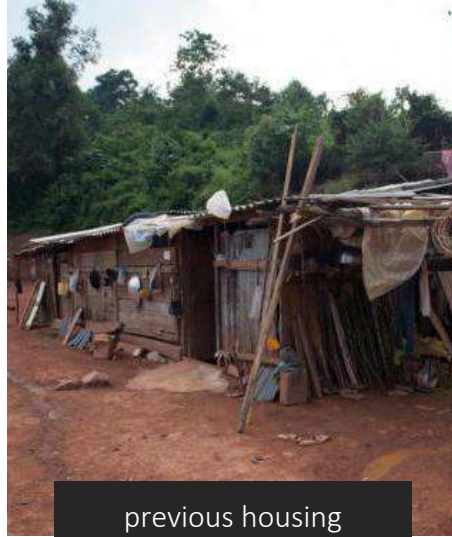
206 people 57 households Yao nationality





a glimpse at the village 4 years ago

Surrounded by tropical rainforest, it is a natural village group under the Mengban administrative village cluster.



previous housing conditions

Made of wood, no single house in the village had a kitchen or bathroom.



extremely poor infrastructure

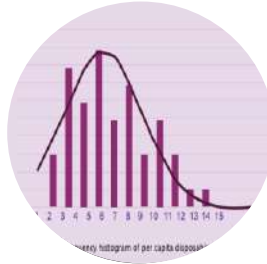
Without a hardened road, it was almost impossible for villagers to go out through the 8 kilometer bumpy dirt-road in rainy season.

# Poverty diagnosis

Hebian village is trapped in chronic poverty

## No one is rich

statistically no significant difference in villagers' disposable income

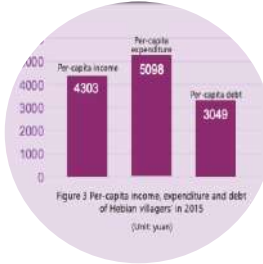


## low income high expenditure and high debt

Income far below national average

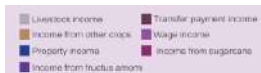
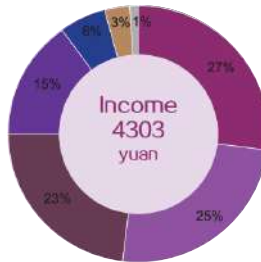
Expenditure far beyond income

Debt-ridden



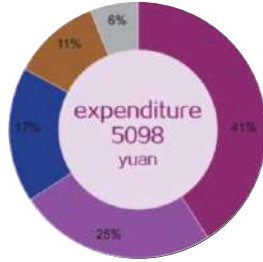
## Single and unstable source of income

The main income source is agriculture, including sugar cane, and fructus amomi, which are easily affected by climate disasters.



## Expenditures are for basic subsistence needs

Expenditure mainly goes to education, medicine and family daily consumption. Villagers are not able to cut debt through reducing expenditures.







## Theoretical Framework

Poverty trap

Possible solutions to escape the poverty trap

Difficulties and risks of this framework



# Poverty trap

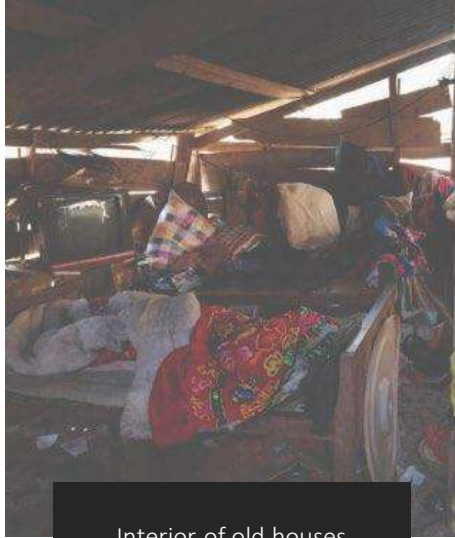
Hebian village is in chronical poverty. If they do not have external support and we suppose the income of villagers keep increasing by 9% annually and their expenditure remains the same, the villagers could not pay off their debt until the year of 2021. It means that even in the best scenario, villagers do not have any surplus income to improve their welfare level.

Per-capita income and expenditure in Hebian village without outside intervention (according to 9% growth rate)

(Unit: yuan)

Year	2015	2016	2017	2018	2019	2020	2021
Per capita income	4303	4690	5112	5572	6073	6620	7216
Per capita expenditure	5098	5098	5098	5098	5098	5098	5098
Per capita accumulated debt	3049	3457	3443	2969	1994	472	-1646





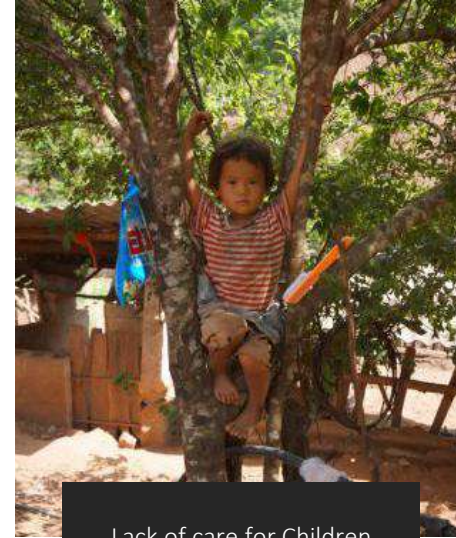
Interior of old houses

Expenditures are mainly on consumer goods like televisions and motorcycles, which cannot help improve living environment



Mixed living environment  
of villagers and domestic animals

Such environment may cause disease spreading, which may further erode villagers' limited income



Lack of care for Children

Pre-school age children lack care and basic health knowledge. They have to travel down the hill to be boarding students since the beginning of their primary education.



# Possible pathways to escape the poverty trap

Helping villagers get out of poverty is our goal. Considering the aim of sustainable poverty alleviation, we combine targeted poverty reduction with rural vitalization in specific projects to form the framework of Hebian experiment.

## Nurturing a new industry

55 Yao Mother's guest rooms with facilities including conference rooms and restaurants, to transform Hebian Village into a village based on the new industry .

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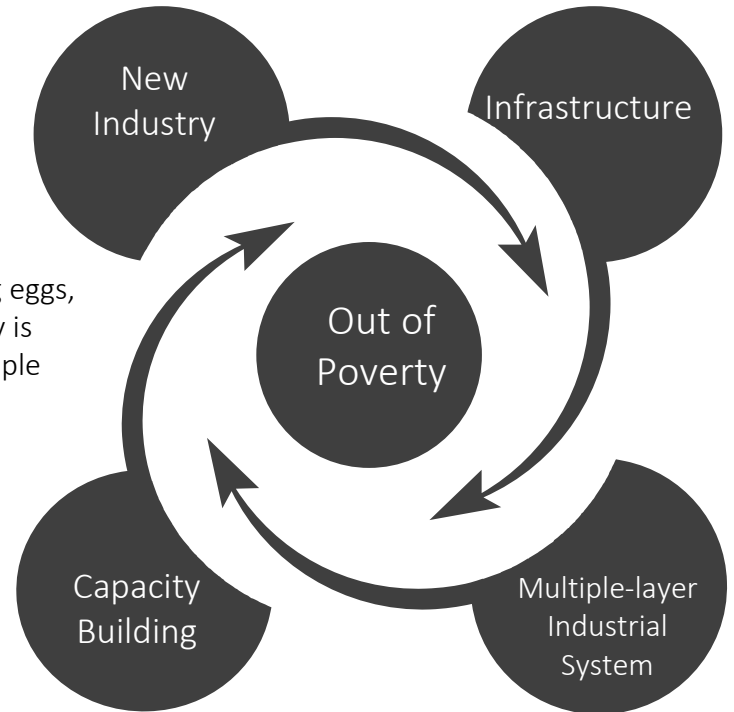
## Developing infrastructure and multiple-layer industries

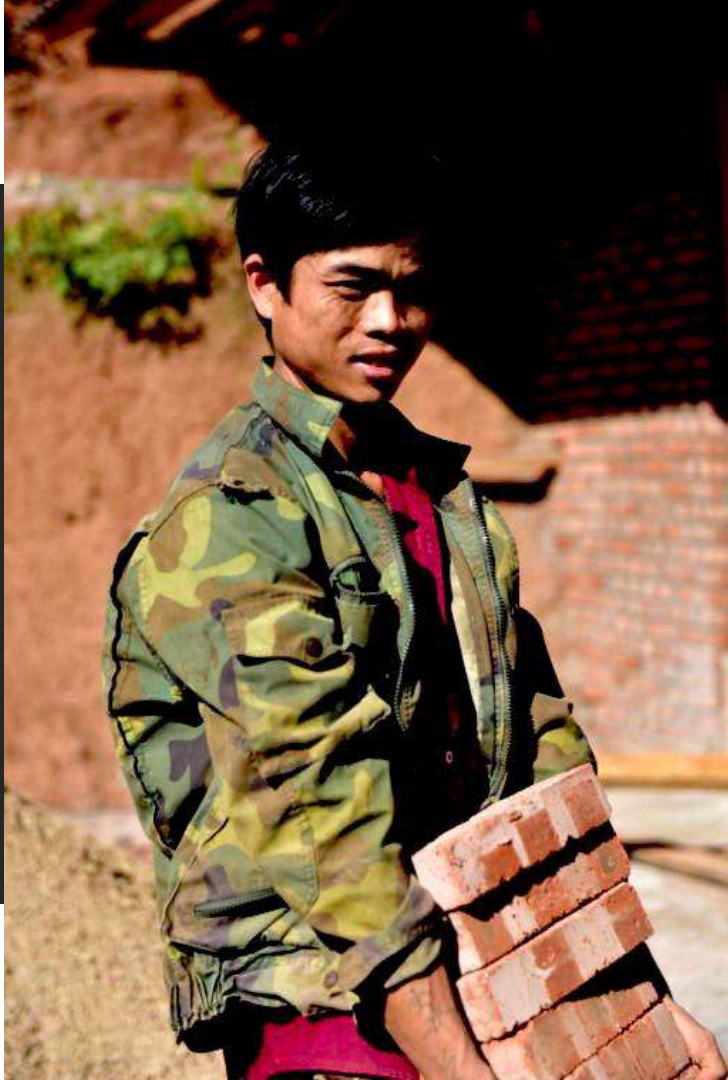
Village public facilities were improved to facilitate supportive industries including eggs, pigs, winter vegetables, papayas, and Chinese herbs. Traditional planting industry is combined with new business industry to formulate a industrial system with multiple layers, thus helping rural households increase income and reduce risks.

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## Capacity building for self-development and governance

The “Yulin Yaojia Professional Cooperative” was established to cultivate the village management team.





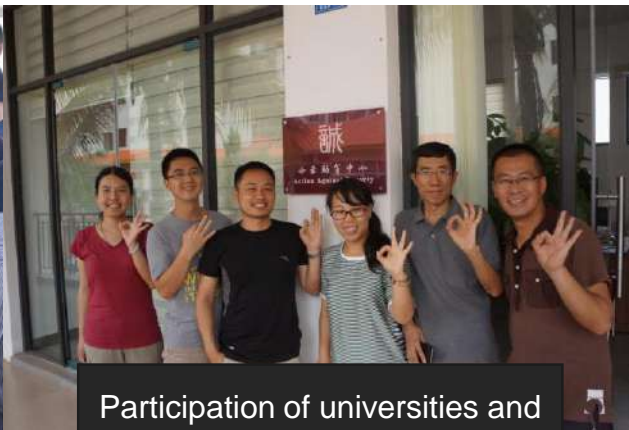
## Difficulties and Risks of this Framework

Farmers lack both the ability to access the market and the management ability for market-oriented new industries. Once high income is possible, there may be potential conflicts or disorder in the village; revenues may be exploited by external profit-pursuing entities; and mismanagement of the business will lead to fewer customers and lower income.

# The Principles of the Hebian Experiment



Guidance from the government




Participation of universities and philanthropic institutions



The poor households themselves being the main actor



# Goals of the Hebians Experiment

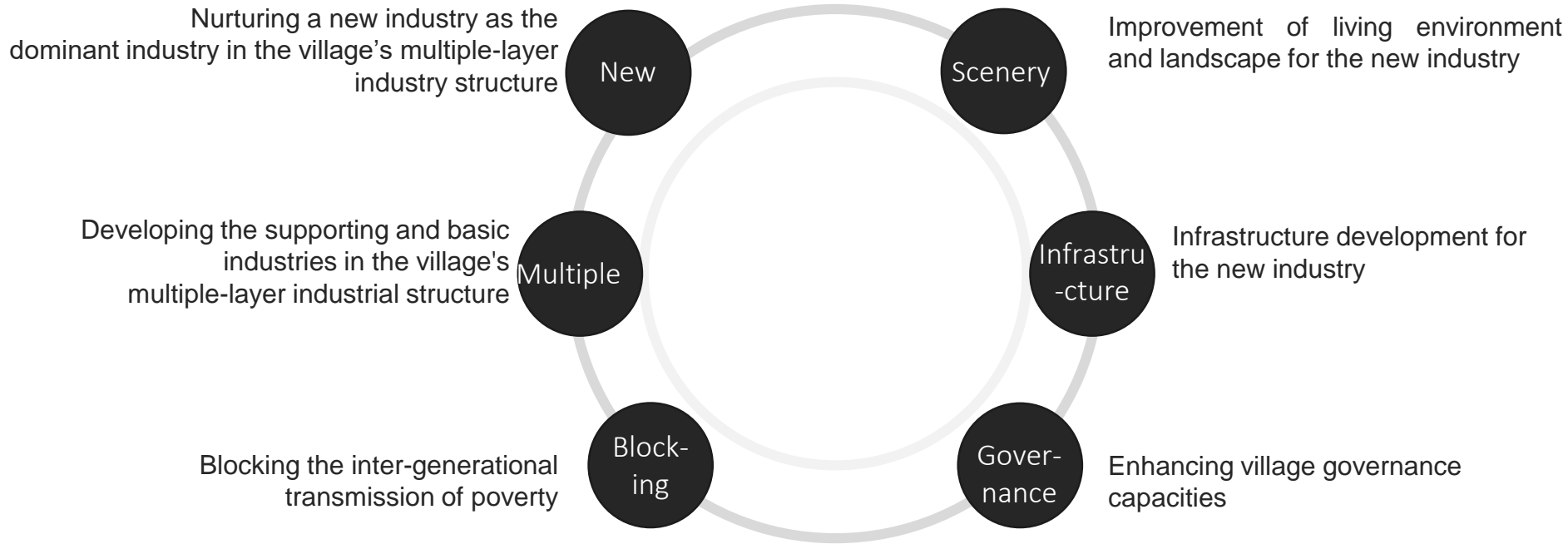


Studying the causes of the  
chronical poverty trap

Designing multi-dimensional  
intervention measures to help  
rural households get out of  
the poverty trap

Connecting poverty  
reduction with the rural  
vitalization strategy

# Content of the Hebian Experiment



## Nurturing a new industry

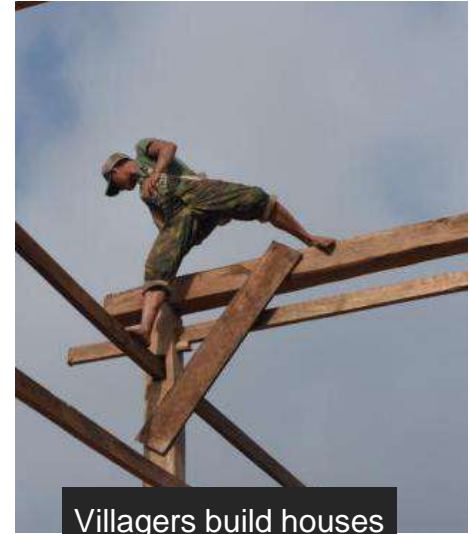
New industry is treated as the dominant industry in the village multiple-layer industry structure. It includes 55 Yao Mother's guest rooms, kitchens, bathrooms, as well as the conference rooms for the "Hebian Forum" and other supporting facilities.



Prof. Li discusses village poverty reduction plan with villagers



Villagers on construction sites

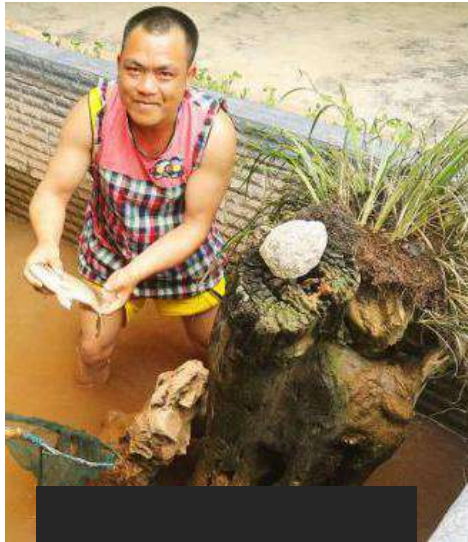


Villagers build houses themselves



## Developing the supporting and basic industries in the village's multiple-layer industrial structure

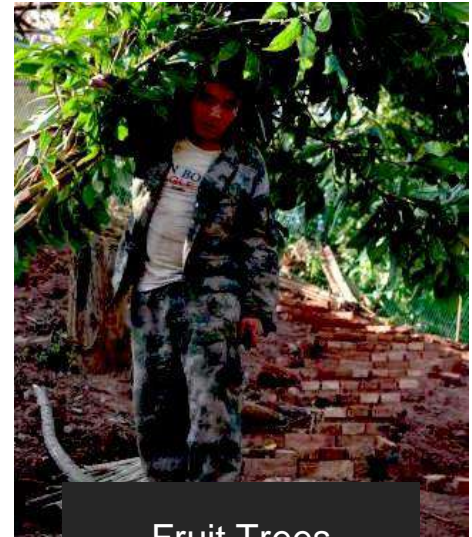
To increase the diversity and stability of rural households' income to prevent risks of a single industry, farmers were encouraged to grow cash crops like papaya, grapefruit and winter vegetables as supporting industries in the open space around their houses. Collective pigsties were built to improve the performance of the traditional industry in the village. We supported households to raise chicken, pigs, honeybees and plant Chinese herbs for demonstration purposes.



Ponds at home



Rainforest eggs



Fruit Trees

# Infrastructure development for the new industry

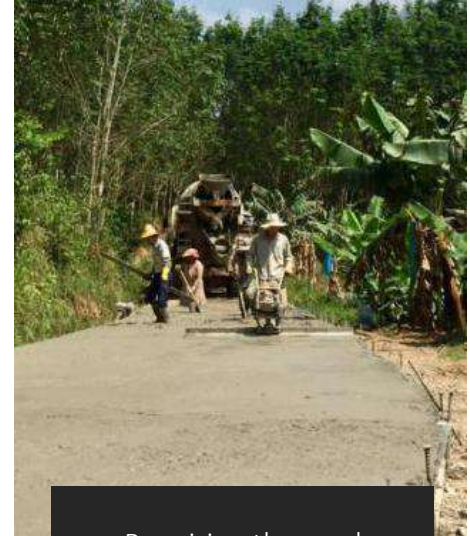
We channeled government's poverty alleviation resources to infrastructure, including building an 8 km concrete road linking the village to the outside world and nearly 3 km long concrete road in the village, two public toilets, road lights, and public facilities such as parking lots and basketball courts, and village coverage of 4G network.



Laying the foundation  
for roads



Materials transportation



Repairing the road  
to the village

# Improvement of living environment and landscape for new industry

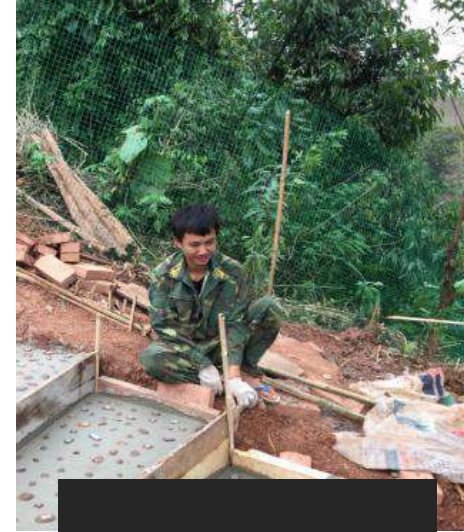
Planning the landscape of the whole village in a systematic way, building a living-friendly village. Efforts include: collective pigsties were built and chickens were raised in the rainforest farms to end the mixed living environment of human and domestic animals; each family was encouraged to build standard bathrooms for their own use and to improve sanitary awareness; and several landscape roads were laid for the beautification purpose.



Building collective  
pigsties



Building the bathrooms



Paving the landscape road



# Blocking the inter-generational transmission of poverty

A children's activity center was built in the village, as a vital element for soft capacity development. A pre-school education plan including village teacher training was developed through volunteer support. Efforts were made to improve children's nutrition level and sanitary habits.



Children of Hebian Village



Children of Hebian Village



Children of Hebian Village

## Enhancing village governance capacities

Using available resources to establish “Hebian development working groups” and “youth entrepreneurship teams”. In this way, the village labor forces were mobilized, thus giving a major play to farmers. The “Yulin Yaojia Professional Cooperative” where the village households play a leading role.



Hebian development  
working groups



Female villagers organized for  
field visit and study



## Milestones of Hebian Experiment

Since the implementation of the experiment, Hebian village has gone through dramatic changes.

# Income of Rural households of Hebian Village (2015-2018)



Household income change chart of Hebian village for 2015-2018

(Unit: yuan)



## A full view of Hebian village



## New houses





## Night view



## Guest rooms





## Recreational space



## Modern bathrooms with Shower facilities



## Kitchens



# Conference room





# Bar



## Village environment



## Children's activity center





## Collective pigsty





## Adventure in the rainforest



## Village cooperative



## Operation in current stage





## Honors





## Media coverage



## Visits paid by government leaders



## Visits paid by government leaders









## The core experience of Hebian experiment

Integration of government leadership, universities and social organizations' contribution to the 'last-mile' of poverty alleviation and farmers' main actor role.

## The preliminary experience of Hebian experiment

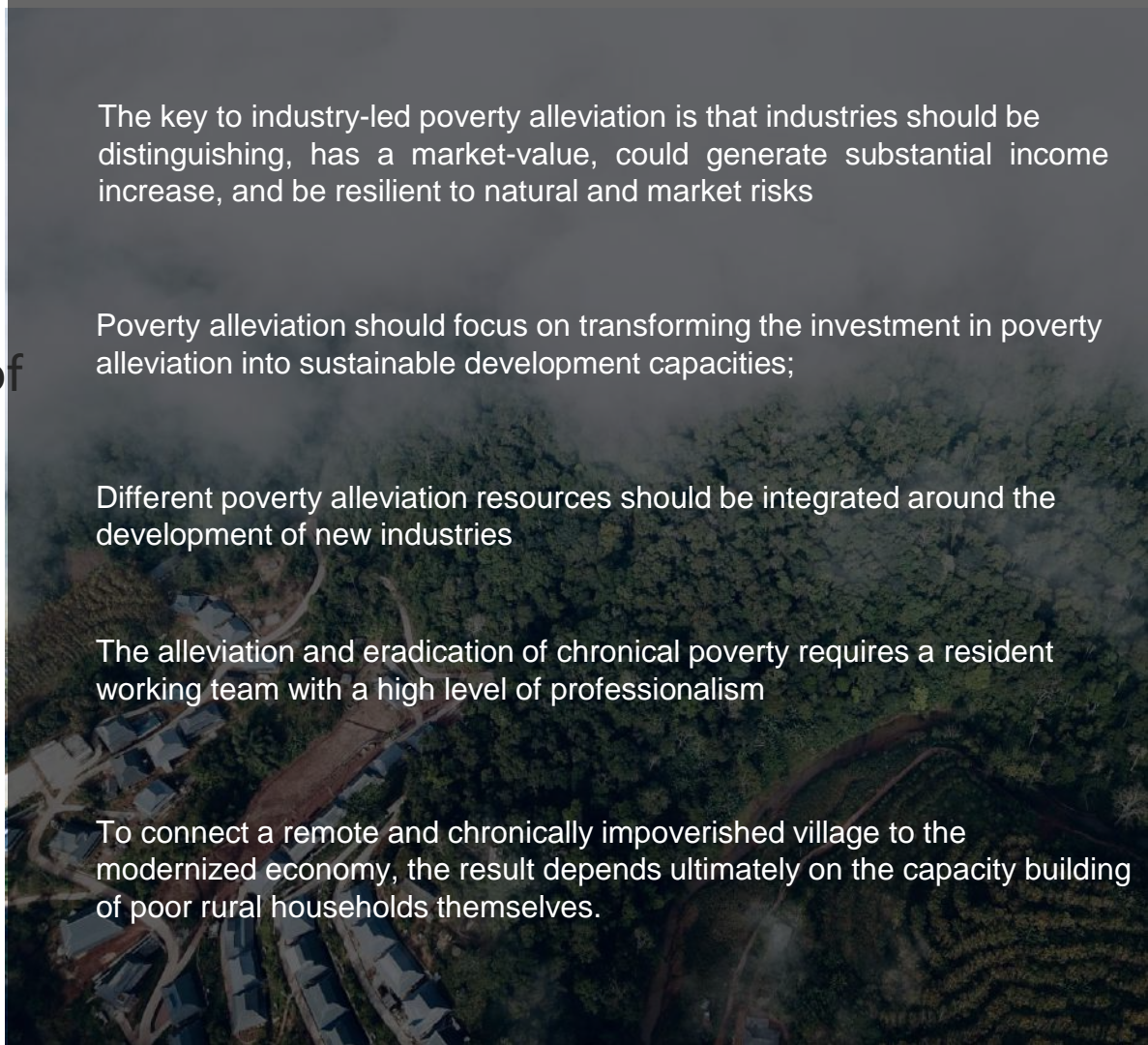
The key to industry-led poverty alleviation is that industries should be distinguishing, has a market-value, could generate substantial income increase, and be resilient to natural and market risks

Poverty alleviation should focus on transforming the investment in poverty alleviation into sustainable development capacities;

Different poverty alleviation resources should be integrated around the development of new industries

The alleviation and eradication of chronic poverty requires a resident working team with a high level of professionalism

To connect a remote and chronically impoverished village to the modernized economy, the result depends ultimately on the capacity building of poor rural households themselves.



# Significance of the Hebian Experiment

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Exploring a poverty reduction model which is led by government, and participated by universities and social organizations with the poor households as the main actor

Exploring a mechanism of universities and social organizations playing their role in the 'last-mile' poverty alleviation efforts;

Exploring a method to develop the capacities of villages and farmers to access the market.



Exploring a pathway that links poverty reduction to rural vitalization through the development of new industries

Exploring a pathway to transform the government's public resources for poverty alleviation into development resources for income generation



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of Hebian experiment

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