



# 国际农业发展基金贷款富源农村综合发展项目 墨红镇彝族(妇女)刺绣小组

The Fuyuan Loan Project of The International Fund for Agricultural Development in Countrysides  
Embroidery by craftswomen of the Yi ethnic group in  
Mohong Township, Fuyuan County, Yunnan Province

——云南·富源·墨红彝族(妇女)刺绣  
Mohong Embroidery by craftswomen of the Yi women

云南省富源县墨红镇  
Mohong Township, Fuyuan County, Yunnan Province





墨红镇彝族人口众多，语言传承良好，民族风情浓郁，文化习俗独特，刺绣别具一格，俗有“无女不习刺绣”之称。长期以来，墨红彝绣都是依靠代代相传、口传心授的传统方式来传承，采用家庭作坊的形式来经营，没有专门的项目资金来支持开发与保护。墨红彝绣于2016年被列为云南省第四批物质文化遗产保护项目。2016年，墨红彝绣荣获“国际农业发展基金贷款项目”的扶持，墨红镇党委政府高度重视并大力支持，迅速开展基线调查、组织宣传、外出考察等，组织遴选绣娘60余人，分4个点组建起“墨红镇彝族（妇女）刺绣小组”，并于2017年6月举办“彝族刺绣节”活动。



With a large population of Yi ethnic group, well-preserved local language, and ethnic characteristics and unique traditional cultures, Yi ethnic group is known for “No girl cannot embroider” with their extraordinary process. For a long time, Mohong Embroidery of the Yi ethnic group has been handed down from generation to generation and from mouth to heart. It is run by family workshops without special project funds to develop and preserve. Yi’s embroidery of Mohong has been listed as one of the 4th batch of Yunnan Intangible Cultural Heritage Protection Items. In 2016, Mohong Embroidery of the Yi ethnic group was funded by “The International Fund for Agricultural Development Loan Project”. With strongly supported by the Mohong government, it was promptly investigated and carried out to select more than 60 girls to embroider by setting up the “Yi (Women) Embroidery Team in Mohong Township” in 4 areas. And it was held the “Yi Embroidery Festival” in June 2017.



# 发展彝绣之期待

The Hope of Yi's embroidery

传承文化 展现艺术  
符合实际 融入生活  
女性就业 解决创收  
打造产业 助推脱贫

To inherit traditional culture and to express the beauty of art make Yi's embroidery part of life. Develop an embroidery industry for poverty alleviation by helping women employment.





# 发展彝绣之 举措

Practices to develop Yi's embroidery

资源联合  
平台联建  
利益联结

Resources integration  
Platform construction  
Win-win cooperation





# 发展彝绣之经验

Experience of Yi's embroidery

党政支持 各界关心是前提  
搭建平台 组建队伍是基础  
激发动力 自主参与是条件  
打造品牌 拓宽市场是关键  
教育培训 提升品质是保证

With preconditioned support from the government and the whole society , team working is a basic impetus to encourage participation.

The key is to expand the market with famous brand on the guarantee of good education and quality.





# 发展彝绣之 成效

Effects of Yi's  
embroidery

- 通过项目的实施，已培训了绣娘800余人次，  
辐射带动了2000余名妇女参与刺绣产业
- 收入增加平均达300余元
- 外出务工妇女减少200余人

Through the implementation of the project, more than 800 girls to embroider have been trained and more than 2,000 women have been participated into the embroidery industry.

The income was averagely increase by 300 yuan.

The number of migrant women workers was decreased by more than 200.







以别样的形式传承了文化艺术  
以新兴的产业拓宽了增收致富渠道  
以独特的方式破解了留守儿童和空巢老人的问题

To inherit the in a unique way.

To broaden the channels of increasing income with new industries.

The problems of left-behind children and empty nesters has been solved in a unique way.



# 发展彝绣之 借鉴

Success of Yi's  
embroidery

有民族特色  
有群众基础  
有密集型产业  
有一定销路

Rich ethnic characteristics  
Mass base  
Intensive industry  
Broad market





# 发展彝绣之潜力

Potentials of Yi's embroidery

- ④ 加大市场开发力度
- ④ 加大扶持和宣传力度吸纳更多妇女参与
- ④ 加大旅游带动及互惠行业的融合发展
- ④ 提升彝绣管理经营水平
- ④ 提升彝绣品牌的知名度
- ④ 提升彝绣产品质量、档次和艺术品位

To attract support and publicity efforts to attract more women to participate.  
To increase the integration and development of tourism-driven and mutually beneficial industries.  
To Improve the management and operation level of Yi Embroidery.  
To raise the reputation of Yi's embroidery.  
To Improve the quality, grade and artistic taste of Yi 's embroidery.





# 发展彝绣之 愿景

Visions of Yi's  
embroidery

感谢农发项目支持和各位专家指导

通过本次论坛帮助推介绣品走向国际市场

通过国际交流丰富绣品类型提高市场接受度

共享减贫实践助推全球贫困治理

Thanks for the support and guidance!

It can help Yi's embroidery broaden its international market  
through this forum.

It can build Yi's reputation through international communication.

It can alleviate global poverty by sharing poverty practices.





墨红镇



欢迎您

云南省富源县墨红镇

Mohong Township, Fuyuan County, Yunnan Province