

Rural Revitalization via Alibaba's Commissioners

June 1, 2022

Alibaba makes great effort to reduce poverty



In December 2017, Alibaba established a poverty alleviation fund. Focusing on education, health, women, ecology and e-commerce poverty alleviation, the fund aims to create a "sustainable, inclusive and imitable" online poverty alleviation model.

Report of Alibaba's effort on poverty alleviation for three years



200,000
people

- 马云乡村教育计划：600位老师、60位校长，200位师范生和15所乡村寄宿制学校，20万乡村学生受益。
- 蔡崇信职业教育计划：3000多位老师、2.3万名学生



2,390,000
people

- 加油木兰：239万人
- AI豆计划：8个孵化空间
- 养育未来：30个养育中心



11,380,000
people

- 顶梁柱：1138.66万人次
- 大地新芽：59.2万名妇女



730000
people

- 蚂蚁森林累计种树2.2亿棵
- 创造180万+人就业
- 实现劳务增收超过1亿元



270billion

- 帮助832个原国家级贫困县销售农产品超2700亿元
- 培养出超过11万淘宝主播

创新模式：阿里巴巴脱贫/乡村振兴特派员

"poverty alleviation commissioners" /
"rural revitalization commissioners"



在阿里工作平均10年，表现优秀，有强烈社会责任感。10-year working experience in Alibaba, Strong sense of responsibility

Altogether there are 26 rural revitalization commissioners.

Alibaba continues to contribute to rural revitalization



Alibaba announced "hot land" program and renamed "Alibaba Rural Revitalization Fund", continuing to contribute to rural revitalization on technology, industry and talent.

一、拓展渠道，助力县域农特产品打开市场

Expand channels , Help county agricultural products to expand the market



芭芭农场助农专场
Sale agricultural products



新零售--盒马鲜生
Hema grocery store



礼县特派员尹贻盼
YinYipan, the commissioner

二、打造品牌，为提升县域影响力插上翅膀

Build brand, to enhance county's influence



三、完善供应链，为县域强化竞争力提供动能

Improve the supply chain, to strengthen county's competitiveness

产业集群



运营体系



渠道体系



打造产业集群，运营体系，扩展渠道

培育基地



生产车间



物流体系



加工标准



产品标准



品牌标准



产品标准化、品牌化

产业集群,
Industrial
Cluster

供应链
Supply chain

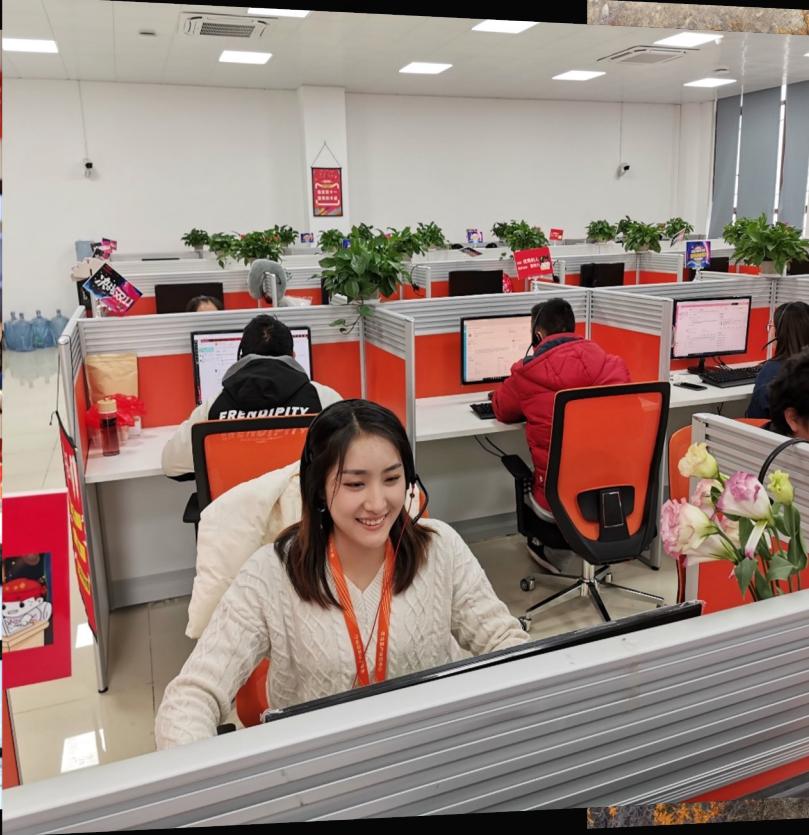
产品体系
Product system

四、引入产业，为县域可持续发展注入活力

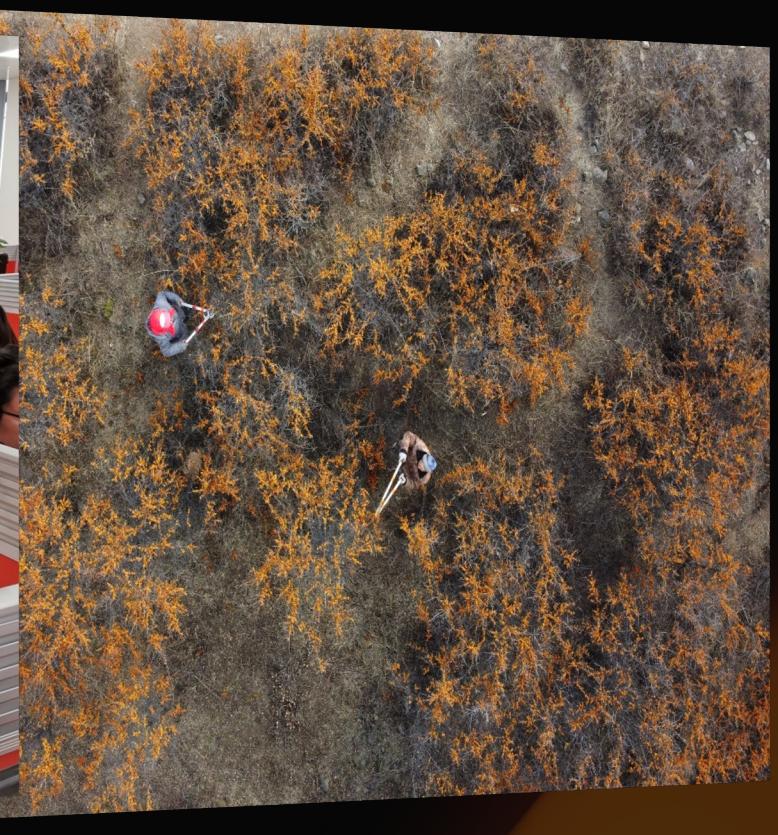
Introduce industry, to inject vitality into the sustainable development of the county



假发工厂
wig factory



阿里巴巴客户服务中心
Customer Service County



平顺蚂蚁沙棘林
Seabuckthorn forest

五、建设新设施，助力县域发展电商打牢基础

Build new facilities, to help the county to develop e-commerce



菜鸟农产品上行中心

Cainiao Agricultural Products Transportation Center



菜鸟共配中心

Cainiao Distribution Center

打通农产品进城“最先一公里”和消费品进村“最后一公里”
To make the agricultural-supply-chain efficient

六、献策规划，为县域新发展建言数字理念

Propose new thoughts, to contribute to the digital development of the county



积极建言政府规划
Suggestions on Urban Planning



县域产业数字化发展研究报告
Report on the digital development of
the county's industry

县域十四五规划和产业数字化发展专项规划建言献策

七、建立体系，为县域发展培养数字化人才

Construct Education System, to train digital talent for the county



兴农学堂
Trainning program for managers



村播计划
Training program for livestreamers in villages

请进来，走出去，公益讲师传授，组织陪跑和实战，大力开展电商人才培训
All kinds of training program for e-commerce talents

八、落地保障举措，助力县域巩固脱贫成果取得新进展

Implement measures to consolidate and expand the achievements made in poverty alleviation



乡村寄宿制学校
Country boarding school

为乡村孩子们成为最好的自己创造条件
Let the children be the best of themselves

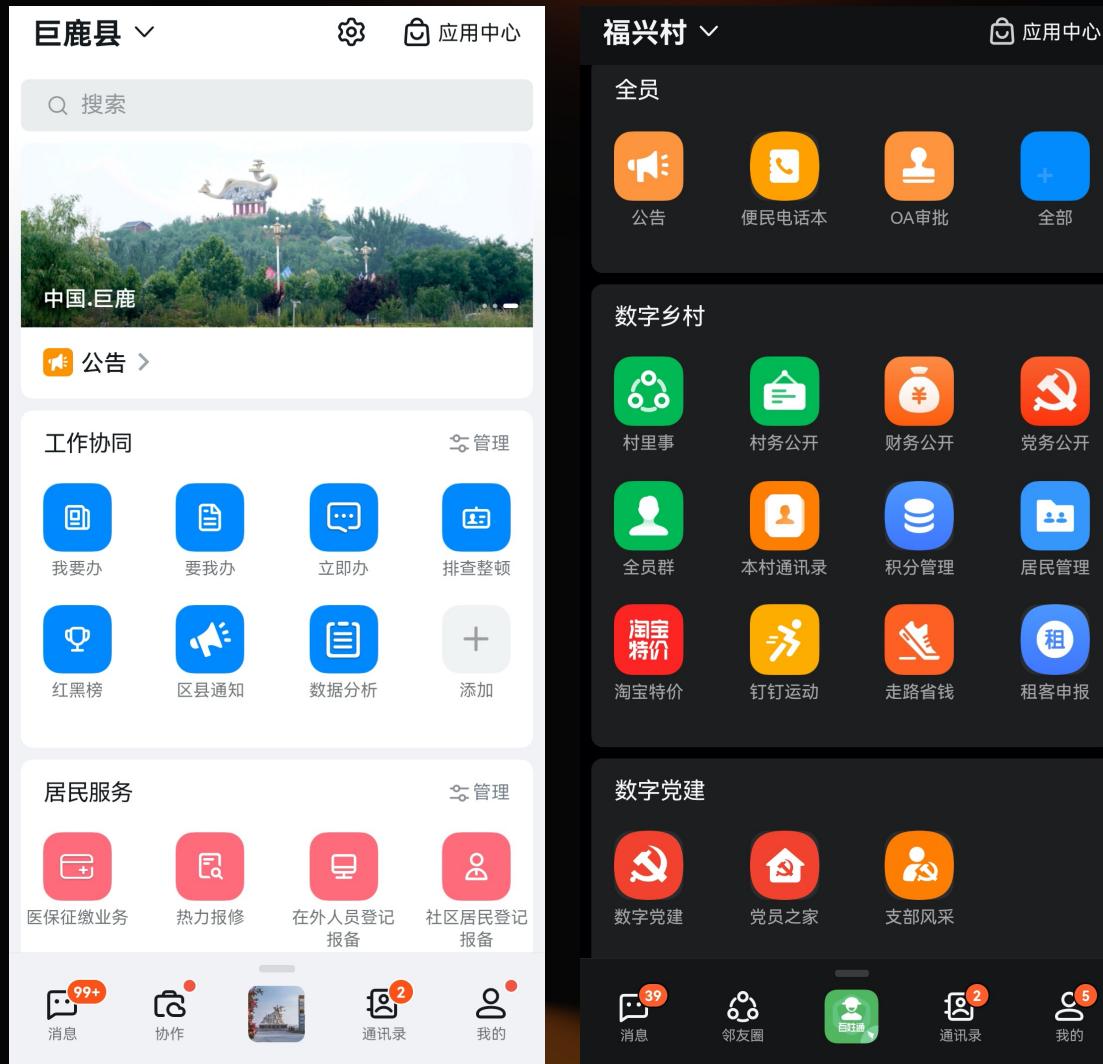


乡村医疗计划
Country health plan

让村民享受便捷的医疗服务
Provide convenient medical service for the villagers

九、聚焦百姓需求，助力县域乡村服务打开新局面

Explore and meet the rural service demands



钉钉数字服务平台 Dingding digital service platform

建立“县—乡—村—网格—户”五级全覆盖的数字化组织平台
Build a comprehensive digital organizational platform

益起，让我们的世界更美好

Start from benefit, let's make the world better