

## Briefly

**Ting Hsin brings supplies to needy**

Ting Hsin International Group Foundation visited poverty-stricken families in Datong, Shanxi province on Jan 8 with winter supplements — including instant noodles, rice and food oils — worth 200,000 yuan (\$31,088). The food company, which owns various brands such as the instant noodle maker Master Kong, Wei-Chuan Food Corporation and Dicos, plans to deliver food materials to about 800 families in Tianzhen county, Huiyuan county and Yanggao County, particularly to single elderly people who live alone. Meanwhile, Ting Hsin also has offered scholarships to nearly 100 students from poverty-stricken families with about 400,000 yuan in scholarships over a four-year period.

**CFPA providing school dormitories**

China Foundation for Poverty Alleviation (CFPA) has started the "School Dormitory Project", which builds new school dormitories and refurbishes and insulates existing ones. By the end of 2016, donations to the project exceeded 120 million yuan (\$18.65 million), supporting 220 student dormitory buildings at 206 counties in 18 provinces, benefiting 93,000 students. The Foundation's efforts came close on the heels of a photograph of a boy with hair covered by snow and ice on the way to school, that garnered widespread attention on the internet. Wang Fuman, a third grade student in Zhuanshanbao Miaopu Hope School from Ludian County of Yunnan province was wearing a thin coat in the photo. Students like Wang in rural areas suffer from poor housing, harsh winters and inadequate school supplies, and often lack the financial means to stay in school. The foundation's efforts aim to bring relief to such school children.

**Concert raises funds for children**

A concert to support hearing-challenged children was held in Beijing on Jan 3, with funds raised at the event donated to support their wellbeing. The concert was hosted by Love's Decibel, a program initiated by China Siyuan Foundation For Poverty Alleviation to support artificial cochlear surgery, rehabilitation and training for parents of hearing-challenged children. By the end of 2017, about 3,000 children who suffered from hearing losses have received support from the program. It is the third year the recitation has been held. The recitation was performed by leading moderators, presenters and musicians free of charge.

**Lianjia to support education program**

Lianjia Group, China's largest real estate broker, will sponsor poverty-alleviation programs in Jingyuan County, Gansu province, focusing on improvements to education, health and the agricultural industry in 2018. This year, Lianjia is expected to invest 300,000 yuan (\$46,615) to build a primary school and a library, along with an IT classroom with new schooling facilities and sports equipment. The IT classroom will also offer online courses, connecting local students with teachers in the cities. Meanwhile, Lianjia is expected to put 450,000 yuan into scholarships for 60 students to attend the Sun Flower class.



1. A Miao ethnic woman embroiders a design on a cloth at her shop in the Danzhai Wanda Village in Guizhou province.  
2. Consumers saunter down the main thoroughfare of the Danzhai Wanda Village.  
3. A man hangs red lanterns to decorate the Danzhai Wanda Village for the upcoming Spring Festival. YANG JUN / CHINA DAILY

## Wanda helps lift ethnic villagers out of poverty

### Donations spur locals in Guizhou's Danzhai county to set up businesses

By YANG JUN in Guiyang  
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Chinese property development giant Dalian Wanda Commercial Properties Co Ltd allocated its second 50 million yuan (\$7.7 million) poverty-alleviation fund to the poverty-stricken population in Danzhai county, Southwest China's Guizhou province on Jan 12.

The fund is part of Wanda's poverty-alleviation project designed to meet the short-term poverty-alleviation needs of the county, which is famous for its rich Miao ethnic cultural heritage and stunning landscapes.

With Spring Festival coming up, Mo Tingping plans to sell her 300 chickens at market for at least 130 yuan each, from which she can earn a profit of 20,000 yuan for half a year's hard work.

In January 2017, Mo's family received 3,672 yuan in financial support from the Wanda Special Poverty Alleviation

Fund, which gave her the capital to start her business by purchasing the chicks.

"My husband and I used to do odd jobs in Danzhai, from which we could earn about 2,000 yuan per month. Sometimes we had no income because there were no jobs," Mo said.

To make things worse, Mo couldn't work for almost a year after she underwent surgery to remove kidney stones in 2016.

"When I got the first support payment, I decided to buy and raise baby chickens. Now I can see my reward."

Wanda will continue to support Mo's business with a second round of funding, to help her expand her business scale.

In addition, her husband Chen Liwen received 50,000 yuan via a special loan guaranteed by the local government. He bought a second-hand truck to transport building materials for the Danzhai Wanda Village and other construction sites, earning him

4,000 yuan per month.

In 2014, Wanda decided to help lift Danzhai out of poverty through its support, following a model of "one enterprise responsible for an entire county's poverty alleviation". The benefit of such a model is that the company will be responsible for the overall research and design behind the county's poverty alleviation plan, as well as for the operation of the plan. When selecting which industrial sector to invest in and develop to boost the local economy, Wanda conducted thorough research, and decided on tourism as its pillar industry. As a result, Wanda has helped to build a vocational college, a tourism village and a poverty-lifting fund.

The long-term aspect of the project is the Guizhou Wanda Vocational College. With 300 million yuan donated by Wanda, the college is designed to improve the quality of life in Danzhai through education, eliminating the possibility of poverty arising again.

The college is able to accommodate 2,000 students, with its facilities meeting national top-tier vocational college standards.

Wanda has also guaranteed that 50 percent of the graduates will be hired, based on merit, and will work at Wanda each year.

The medium-term part of the project is the 800 million yuan Danzhai Wanda Village. Constructed and designed with the Miao ethnic style of architecture, the village portrays Danzhai's unique intangible cultural heritage, handicrafts with Miao ethnic characteristics, Miao delicacies, and Miao medical treatment and medicines.

Statistics show that over 3 million tourists visited the Danzhai Wanda Village since its opening in July 3, 2017, bringing in revenue exceeding 2 billion yuan. The tourism village and college have created significant local employment opportunities, increasing the incomes of 26,637 poverty-stricken people, or 75 percent of local people who have lived in poverty.

According to Li Bai, deputy chief of the county, Danzhai is expected to rid itself of poverty by 2018, two years earlier than originally planned.

Dong Xianwu contributed to the story.

## HNA project flies volunteers home for free

By WANG ZHUOQIONG  
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It used to take about four days for Sun Bo'en, 24, a volunteer who teaches at the country's most remote school in the southwestern region, to reach home in Shijiazhuang, capital of Hebei province in the north, for Spring Festival, which falls on Feb 16 this year.

He has taught first-grade students at the local middle school in Gongshan Dulong and Nu autonomous county, Yunnan province, for six months. Until last year, Sun would travel across mountainous roads for three days to reach Kunming, capital of Yunnan province, before flying back to his hometown.

This year, however, he will likely need no more than a day to reach home, thanks to HNA Group's Sending Love Home project.

The project offers him a free return flight ticket. "I'm really grateful that the tickets shorten my overall journey time," said Sun, who majors in politics at Yunnan University, via telephone.

A number of poverty-stricken students from renowned schools including the Renmin University of China and Nanjing University will go home for Spring Festival this year with tickets offered by HNA Group.

This year, the program will also cover some migrant workers and volunteers to the Western regions.

Since 2013, HNA Group's Sending Love Home program has been offering free return tickets to more than 800 people during the Spring Festival holiday, the longest such break in China every year.

This year, about 11 aviation companies, including Hainan Airlines and Capital Airlines from the HNA Group family, will provide free return tickets to more than 130 people.

The air ticket program is part of HNA's broader project aimed at "poverty alleviation." HNA has worked

"I'm really grateful that the tickets shorten my overall journey time."

Sun Bo'en, a 24-year-old volunteer teacher of a middle school in Gongshan Dulong and Nu autonomous county, Yunnan province

**800 people**

received free return flight tickets from HNA Group since 2013 as part of its Sending Love Home project

with charitable organizations to select really needy people.

This year, passengers flying on HNA's airlines were invited to join the charity efforts.

The program encourages flyers to use its digital platform HiApp to donate their airline miles to those in need of a free ticket.

On Dec 23 last year, HNA Group organized Global Run at 25 cities across the world, accumulating about 250,000 kilometers of marathon distance. Every kilometer run by a participant will be exchanged for the equivalent miles for the Sending Love Home project.

HNA Group has evolved from a regional airline based in Hainan province in South China into a Fortune Global 500 global company with about \$145 billion in assets, over \$90 billion in annual revenues, and an international workforce of 410,000 employees. Its diversified businesses range from technology and finance to tourism and logistics.



Yang Xiaoyu, a Chinese student studying in Russia, returned to Beijing on Jan 4 with the support of HNA Group's Sending Love Home project. PROVIDED TO CHINA DAILY

## M-grass steps up efforts to ease fodder shortage in Inner Mongolia

By ZHENG YIRAN in Beijing and YUAN HUI in Hohhot  
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Inner Mongolia M-grass Ecology and Environment (Group) Co Ltd, an ecological engineering company, has donated 20,000 metric tons of grass, worth 20 million yuan (\$3 million), to help herdsmen in the Inner Mongolia autonomous region tide over fodder shortage in the winter season.

Because of the cold air currents blowing from the north, the east and northeastern parts of the Inner Mongolia autonomous region undergo a severe cold spell during the winter season. Temperatures in the region dip sharply and there are also chances of heavy



Farmers work on the grassland in the Inner Mongolia autonomous region. PROVIDED TO CHINA DAILY

snowfall. This could lead to a severe shortage of fresh fodder for livestock in the region.

M-grass offered 1,500 tons

of grass last month to 300 families in the Xin Barga Left Banner (county) in Inner Mongolia.

"With the fodder donation, our herdsmen will no longer have to worry about grass shortages or rising grass prices due to snowstorms. They can rest assured about supplies for the whole winter," said Hai Qing, banner of the Xin Barga Left Banner.

Zhou Wen, deputy banner of the Horqin Right Wing Front Banner said that the entire Inner Mongolia autonomous region has been receiving help from the government and private enterprises to combat the severe cold spell.

He said that in 2017, his banner had suffered from a spring drought for 100 consecutive days, and the affected area reached 840,000 hectares, among which 462,667 hec-

tares were severely damaged. The number of disaster-hit livestock was about 4.15 million and overall there was a 60 percent decrease in the grassland's output.

Thanks to the assistance from the government and M-grass, the whole banner would be able to weather the difficulties this winter.

Gao Jungang, group executive president of M-grass, said that: "Apart from establishing a well-balanced pastureland ecology, we are aiming at offering the local people better quality of life. The public welfare undertakings we are doing is not only rooted from a short-term perspective, but a long-range vision."

"Enterprises, as part of their economic and social responsi-

bilities, should not only create wealth, but also undertake social responsibilities to solve problems. This is what we are doing in Inner Mongolia to achieve balanced development," he said.

As a listed company, M-grass is conveying its charity ideology to many places in China, as well as to the rest of the world. At present, its own measures to prop up the local ecology have been applied to the Xinjiang Uygur autonomous region, the Tibet autonomous region, Northwest China's Shaanxi province and Southwest China's Yunnan province. The company is also offering reference for economies such as Singapore, Russia and Mongolia.