

Tea project gives boost to workers

Plantation offers local people jobs and training, helping to increase earnings

By YANG JUN in Guizhou
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3,300 yuan

national poverty line of annual income of China in 2018

Compassionate people can pay 4,900 yuan (\$771) for one year's property rights for 0.07 hectares of a tea plantation in Danzhai, Southwest China's Guizhou province as part of a project that aims to help at least 1,000 impoverished families.

The Danzhai Poverty Alleviation Tea Garden is a new poverty alleviation project launched by Danzhai Wanda Town and Danzhai Landscape Heritage Tea Culture Co Ltd of Guizhou, with the support of Danzhai's Party committee and the government.

Participants can visit the tea plantation to experience picking tea and receive 5 kg each of Danzhai green tea and Danzhai black tea, worth 14,000 yuan, as a reward.

According to the plan, people under the poverty line will receive 1,750 yuan a year from the tea plantation, which includes 450 yuan for transferring land use rights and 1,300 yuan as payment for working on the plantation.

In 2018, the national poverty line is 3,300 yuan a year, and the average annual income in Danzhai is 2,600 yuan. Those who receive the subsidy income from the project will be lifted out of poverty, said Li Bai, deputy county head of Danzhai.

Liu Dianxing, manager of Danzhai Landscape Heritage Tea Culture Co Ltd of Guizhou, said that the establishment of a 67-hectare tea plantation will provide jobs for local tea farmers.

Members of the public have purchased nearly 40 hectares since the project was launched on April 21, and most of the purchasers are from the Wanda group, Liu said.

According to Liu, the plantation employs more than 100 workers, all of whom were living under the poverty line, who get at least 100 yuan for one day's work in the peak season.

We are not only providing jobs, but also training. I hope all the people can become skilled workers, Liu said.

Wu Jiafeng, a saleswoman for the company who used to have no regular employment, said: "I received good training before starting my job, now I can introduce the tea to clients full of confidence thanks to the training."

Wu said her income has doubled, raising her family's standard of living.

Wang Limei, a tea-selection worker, said she is able to evaluate the different levels of tea quality. "In the past, I used to work on the land all year and had no savings. However, I can now earn up to 3,000 yuan a month and be trained as a skilled worker here."

Wang said her family has two mu (0.13 hectare) and she plans to master the whole tea-making process and start her own business.

In 2014, Wanda decided to help lift the people of Danzhai out of poverty following the model of "one enterprise responsible for an entire county's poverty alleviation".

Dong Xianwu in Guizhou contributed to the story.



A participant takes pictures of the Antarctic during an international expedition sponsored by Global Green Economic Forum. PROVIDED TO CHINA DAILY

Center launched to encourage female entrepreneurs

By ZHENG YIRAN
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“Women are an indispensable part of the entrepreneurial talent. However, they lack entrepreneurial resources and experience.”

Mao Donghui, executive director of Tsinghua X-lab

University-based education platform Tsinghua X-lab and Global Green Economic Forum, a Singapore-based subsidiary under Global Green Economic Consulting, jointly launched a "She Center", in an effort to foster female entrepreneurship.

The place is a horizontal functional field center under X-lab that aims to encourage women entrepreneurs to start their own business in fields such as the internet, information technology, healthcare, consumption and service, cultural innovation, and education.

Mao Donghui, executive director of Tsinghua X-lab, said that currently, 17 percent of the members of the innovative teams at X-lab are women entrepreneurs, and

female partners make up roughly 47 percent. Meanwhile, there are numerous teams offering goods and services for women.

"Women are an indispensable part of the entrepreneurial talent. However, they lack entrepreneurial resources and experience. The scale of existing women's development organizations and the support they offer is limited. Therefore, it is more difficult for them to start a business," Mao said.

"The She Center was started by women and for women.

and aims to encourage women to have innovative breakthroughs and to serve the sustainable development of the Earth.

To assist talented people in related areas, the firm allocates 20 percent of its gate revenues to support students' sustainability programs. To date, it has sponsored more than 50 students to attend the summits, and three students to join an international Antarctic expedition, a leadership program to study the effects of climatic change and combat them.

One of the prize winners, Armelle Le Bihan, founder and director of green building company Technisoft (Thailand) Co Ltd, said that she felt honored to win the award. "The prize is a recognition, telling me that I am on the right track toward sustainable development.

The award covers innovation, renewable energy, green building, and pest control,

"We need to value environmental social responsibility based on business, and corporate sustainability. Our team has already finished a green building project in Hainan, and I plan to do another one in Beijing. There is huge demand in China," she said.

Christina Lee, founder and CEO of Global Green Economic Forum, said that "our original intention to establish GGEF is to assist and cultivate more leaders of the future. No matter for which industry, innovation is a must".

"Also, sustainable development is the concept that we must pass down to our next generation. If a company only cares about economic benefits, it is hard to exist. Environmental and social benefits should also be considered, for an enterprise's long-term development," Lee said.

Briefly

Ping An initiates anti-poverty project

Ping An Insurance Co Ltd, one of the world's largest insurers and investment companies, will launch a project worth 10 billion yuan (\$1.57 billion) for poverty alleviation in China, according to the company's management. The project will provide industrial, medical and educational support for poverty-stricken areas in China. It also announced to provide local residents with 100 billion yuan interest-free loans, better education resources and re-enacted

infrastructure. Within the next two and half years, Ping An will bring more advanced medical equipment to areas covered by the anti-poverty project to improve local medical services.

Critical care unit to offer 24h service

China's first senior care institute specializing in diagnosing elderly people with Alzheimer's disease will become operational on Sunday. The institute offers a 24-hour nonstop service covering medical treatment and healthcare. Yuan

Shizong, head of the institute, said that there are plans to introduce full-time tracking of patients' health status by trained professionals and to offer a more satisfying experience for patients through enhanced entertainment services and recreational facilities.

Disaster prevention museum opens

One Foundation, a nonprofit organization that offers financial support for charitable activities, opened a museum in Chengdu on May 12 dedicated to natural disaster prevention education, a decade

after the 2008 Wenchuan earthquake. The museum was jointly launched by One Foundation and the United Nations Development Programme. Earthquake and tornado simulators help visitors to the museum better understand how to protect themselves during natural disasters. The museum also covers training programs for professionals specializing in predicting natural disasters and carrying out rescue operations.

International Day of Families celebrated

International Day of Families

lies, which fell on Monday, was celebrated in Beijing this year with a series of events. During the celebration, all of the participants were invited to share their family stories. In addition, a panel discussion surrounding supporting poverty-stricken families took place. Cui Li, deputy director at the National Health Commission, said that the commission will continue its efforts to help impoverished families, and calls for more attention to enhance child and senior care.

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Workers plucking tea leaves at a plantation in Danzhai, Southwest China's Guizhou province. PROVIDED TO CHINA DAILY

China Minsheng on rural economy mission

By LIU YUKUN
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China Minsheng Investment Group has announced it will carry out a series of public benefit projects to boost the rural economy in collaboration with Thai conglomerate Charoen Pokphand Group. The announcement came after they conducted joint field research in Pingdingshan, Henan province.

The projects cover e-commerce, agricultural education and healthcare. They will first launch in poverty-stricken villages in Henan and later expand to Hebei and Shandong provinces.

For the next three years, a

planned 15 billion yuan (\$2.36 billion) investment will facilitate local logistics, tourism and new energy development in Henan.

"We hope to see more business opportunities for local industries," said Dong Wenbiao, president of the investment group.

Since its foundation, the investment group has been actively promoting poverty alleviation and launching projects closely related to their business, namely agricultural products, retail and telecommunication.

Agriculture, in particular, has been a focus of the company's corporate social responsibility efforts.

Rather than simply donating money, the company aims to encourage industrial restructuring and to ensure the long-term development of the local economy.

The company introduces and promotes e-commerce, through which agricultural products in remote rural areas enjoy greater access to urban communities.

"Online sales largely reduce costs, as shipping is usually much cheaper than commuting, especially for areas with complex terrain that have little public transportation," said Yao Guanghui, an expert in e-commerce-based poverty alleviation at the State Council Leading Group Office of Pov-

erty Alleviation and Development.

Yao said the integration of e-commerce with traditional agricultural industries is a promising business model that will rejuvenate rural markets.

"It can also be used in other sectors, such as manufacturing," Yao said, adding many people located in rural villages are becoming used to online sales, and even elderly people are familiar with mobile devices.

Agriculture is not the only sector that China Minsheng has been working in.

"We also have many projects tied to people's lifestyles," said Dong, "as we hope

\$2.36 billion

planned investment by China Minsheng in next three years in Pingdingshan, Henan province



An employee of China Minsheng Investment Group helps local residents repair taps in Pingdingshan, Henan province. PROVIDED TO CHINA DAILY

to improve people's living standards."

In 2017, the group initiated its Special Fund for Compassion and Seniorcare to better promote community services and serve the aged, supporting education and recreation-

al development for elderly people.

The group donated \$6 million to the Cambodian government to improve local infrastructure in 2017.

In January, the group won People's Daily Online's Enterprise of Social Responsibility of the Year award for its continuous efforts in poverty alleviation.