



INSPIRING THE DREAMS OF OUR FUTURE



Moutai continues fight against poverty

Beverage giant will donate 300m yuan in the next three years to help poor students

By ZHENG YIRAN in Beijing and YANG JUN in Guiyang

A major *baijiu* beverage brand will pump 300 million yuan (\$44 million) into fighting poverty in China in the next three years.

Last week, Kweichou Moutai Co Ltd and the China Youth Development Foundation confirmed they will continue their charity project until 2020 to help rural regions in China.

The partnership goes back to 2012 when the government called for companies to help finance adequate educational resources for children from poverty-stricken areas.

"There are now only three years left to achieve the government's goal of poverty alleviation in rural areas," said Yuan Renguo, president of Moutai, during a Press conference.

Moutai has promised to donate 100 million yuan for three consecutive years to assist 60,000 students from poor families nationwide.

The plan is to help these children achieve their dreams of going to college and finally break through the poverty trap.

In addition, Moutai will provide 1,000 internships to students each year through its subsidiaries and dealers.

The beverage giant has agreed to pay monthly salaries, and will also help the interns sharpen their profes-



Li Chen, an actor and a guest at the Moutai press conference shares the story of Li Baoxin, one of the first batch of children helped by the company.

PROVIDED TO CHINA DAILY

60,000
students

to receive donations from Moutai to continue their schooling.

sional and social skills.

During the next three years, Moutai will recommend 100 outstanding students annually to work in its subsidiaries,

dealers and other partners.

This in turn will help promote the "poverty alleviation" process throughout the country.

"We need to go hand in hand to contribute to the nation's prosperity and revival," Yuan said.

Since 2012, Moutai has donated more than 500 million yuan to charity projects involving over 102,000 students from poor families across China.

The money has helped them

attend colleges, while the project has covered 1,600 counties across the country, making it one of the most influential charities here.

By now, the first batch of university students that were sponsored by Moutai have already graduated from university and have rewarding jobs.

"The charity project aims to get rid of poverty in rural areas through the power of education," said Wang Jian, director of the China Youth Develop-

ment Foundation. "For five years, the project has provided effective solutions.

"It sends students to universities without having them worry about financial problems," Wang added.

Moutai also takes part in other public welfare programs.

From 2014, it has donated 50 million yuan to protect the ecological environment along the Chishui River in Guizhou's Zunyi city. It also gave 100 million yuan to build the Confucius

Institute in Guiyang, Guizhou province.

Since the beginning of the 12th Five-Year Plan(2011-15), Moutai has been involved in supporting local economic development.

As for its business operations, the group reported sales revenues of 50.24 billion yuan last year with profits of 25.11 billion yuan.

Contact the writers at zhengyiran@chinadaily.com.cn and yangjun@chinadaily.com.cn

Tencent to roll out public service ads

By OUYANG SHIJIA
ouyangshijia@chinadaily.com.cn

Internet giant Tencent Holdings Ltd announced a plan to provide 2 billion yuan (\$294 million) in advertising resources for public welfare organizations and projects.

The Shenzhen-based company said it will establish a new online platform to connect the public with a wide range of charity organizations and creative groups, aiming to boost the quality of public service ads. As a result, people will start to see noncommercial ads on Tencent's social networking platforms, such as WeChat and QQ.

Chen Yidan, one of the founders of Tencent, said the new platform would better integrate creative ideas and advertising skills with public welfare activities.

"Internet technology has become an enabler, allowing everyone to have access to charity affairs," he said.

"In China, public welfare activities are now part of people's daily lives."

With its booming mobile internet technologies, China has become one of the more active nations to use the internet for its charity activities.

Chen said Tencent's existing charity platform has been bombarded by 110 million donations totaling 1.89 billion yuan during the past 10 years, making it one of the world's biggest internet charity platforms.

Wang Bing, chairman of Ai You foundation said the booming mobile internet offered new opportunities for China's charity sector.

"In today's environment, charity calls for more professional operations. We need to

spare no effort to combine different resources and boost innovation in public welfare activities," Wang added.

A recent report released by Tencent Foundation and Tencent Research Institute showed that donations made via mobile devices accounted for 98 percent of the total amount, and most donors preferred to give money ranging from 100 yuan to 999 yuan.

According to the report, people born in the 1980s were the key driver in online charity, contributing generously via the Tencent charity platform.

"Compared with traditional donations, the online charity platform is more transparent, making it easier for donors to track where the money is heading," said Guo Kaitian, senior vice-president of Tencent.

"So Chinese netizens trust online donations and become more generous."

The report also found that most donors came from developed regions, including Guangdong province, Jiangsu province, Zhejiang province, Shanghai and Beijing. Of the regions, Guangdong province was the most generous, accounting for 20 percent of the total number of donations.

Chen said China's growing wealth and technological improvements would drive development of online public welfare further.

"In the future, the key for charity lies in open minds and a balance between human and machines," Chen said.

"We need to consider how to keep technological evolution going in the right direction to help us better contribute to society."



Students from a primary school affiliated to Sichuan University, at a financial knowledge class in May. PROVIDED TO CHINADAILY

Bus takes slow road to spread cash issues

By ZHU WENQIAN
zhuwenqian@chinadaily.com.cn

For five years, a vehicle has traveled around China to spread the word to rural students about personal finances and money matters.

During that period, over 10,000 young Chinese have boarded the financial literacy traveling bus and learned about money matters through fun activities.

This year, the bus, sponsored by Visa Inc, will retrace the old Tea Horse Road, an ancient trade route used to transport the aromatic beverage and dating back thousands of years.

Through its efforts, the global card payment services company aims to raise levels of financial knowledge among children in southwestern China.

Starting in May and continuing in June, the bus

“Through education-based poverty alleviation, we will raise the awareness of financial knowledge and boost local economic development in the region.”

Hope Ewing, head of financial literacy at Visa Asia Pacific

embarked on travels to five western Chinese cities including Chengdu and Xichang in Sichuan province, and Kunming, Dali, and Cangyuan in Yunnan province.

Chen Jiaping, a 10-year-old primary school student from Dali, Yunnan province, attended the event in May. She said she enjoyed the activities and learned a lot about financial management.

"I got to know about the currencies from different countries, and I also learned how to use debit cards and credit

cards, and what I should do if I lost my card," she said.

"As a result, I will save my lucky money and plan to spend it properly, so that I can buy things that I like in the future."

Hope Ewing, head of financial literacy at Visa Asia Pacific, said the ancient Tea Horse Road is not only rich in history and ethnic culture, it also occupies an important place in China's economic development.

"Through education-based poverty alleviation, we will raise the awareness of finan-

cial knowledge and boost local economic development in the region," she said.

"With years of experience in financial literacy under our belt, we are very honored to share our observations and experience in educating young people," she said.

The company said in the future it will strengthen cooperation with educators and policymakers to raise awareness of the subject, and to promote exchange programs for Chinese financial literacy workers to improve their knowledge and the development of financial literacy education in China.

Meanwhile, Visa said it will build and launch the first Chinese website with a financial literacy theme, in an effort to meet the financial literacy education needs of young people, educators and parents.

Contact the writer at zhuwenqian@chinadaily.com.cn

Briefly

Helping children to smile again

Charity runners raised up to 68,000 yuan (\$9,960) for 340 disadvantaged children suffering from distorted facial features. Many had cleft lips or cleft palates and the money will be used so they can travel for medical treatment. The "Run for love" program was put together by Marriott Greater China Business Councils, which represent 268 Marriott branded and franchise hotels, and the international community organization Operation Smile. The event in many regions in the country attracted more than 93,000 volunteers.

BMW on the ball with soccer plan

German car giant BMW has rolled out a soccer program for left-behind children whose parents work far away from their homes in China. The three-year project includes establishing more than 20 teams and organizations for inter-school matches, summer camps and training classes. "We aim to help these children through skills training," said Johann Wieland, president and chief executive officer of BMW Brilliance Automotive Ltd.

Counseling rooms for young moms

Up to 100 mothers will be trained to offer advice to women who just give birth to babies in a special program launched in Beijing. "Mother and Infant" rooms will be set up next year to deal with problems such as postnatal depression. Family workshops will also be held to provide psychological consultancy for 100 to 200 families. "Outdoor activities play an important part in the prevention and recovery of depression," said Wu Hua, secretary-general of the organizing group Beijing Shangshan Public Foundation. Each room will cost up to 60,000 yuan (\$8,787). Funds are currently being raised on online social media platforms.

L'Oreal project to spruce up streets

Nearly 1,000 employees from L'Oreal China held a "Citizen Day" in Shanghai. They visited old neighborhoods in the city and cleaned up streets as well as painted walls. The "Citizen Day" project was launched by cosmetics and perfume brand L'Oreal in 2009. More than 7,000 people have been involved in the program during the past eight years. They have spent a total of 3,700 hours helping more than 3,200 people.

Turbine generator wins major award

Xinjiang Goldwind Science & Technology Co Ltd has won a major award for services to society. The Chinese wind turbine generator maker was handed the 2016 Golden Bee Corporate Social Responsibility Leading Enterprises Award because of its contribution to wind power innovation. By the end of 2016, its installed capacity had reached 38 gigawatts, with more than 25,800 wind turbines covering more than 20 countries. The group plays a key role in solving climate change problems and alleviating pressure on energy supplies.