



PAGE 3: B. ABOUT YOU

Q1: Respondent details

Name	Alizila
Organization	Alibaba Group
Email Address	-
Phone Number	-

**Q2: Country or Customs territory**

CHINA

Q3: Organization

Private sector

PAGE 4: C. ABOUT YOUR CASE STORY

Q4: Title of case story

Alizila News: E-commerce in Rural China

Q5: Case story focus

E-commerce development and efforts to bridge the "digital divide".

Q6: Case story abstract

To help poor farmers join the modern economy, entrepreneurs are introducing e-commerce to rural China, giving farmers access to wider markets and higher prices for their produce. To witness their progress, Alizila visited the Taihang Mountains in China's Henan Province, spending time with Du Qianli, a farmer's son who founded an online shop that sells natural plants and herbs gathered from the mountain villagers. In this news video, e-commerce entrepreneur Du Qianli explains how his Taobao organic foods online store is helping poor farmers in China's Taihang Mountains earn extra income.

Link to the video:

<https://www.youtube.com/watch?v=LKSxZZk6y28>
Q7: Who provided funding?

Private sector

Q8: Project/Programme type

Single country

Q9: Your text case story*Respondent skipped this question***Q10: Lessons learnt***Respondent skipped this question*