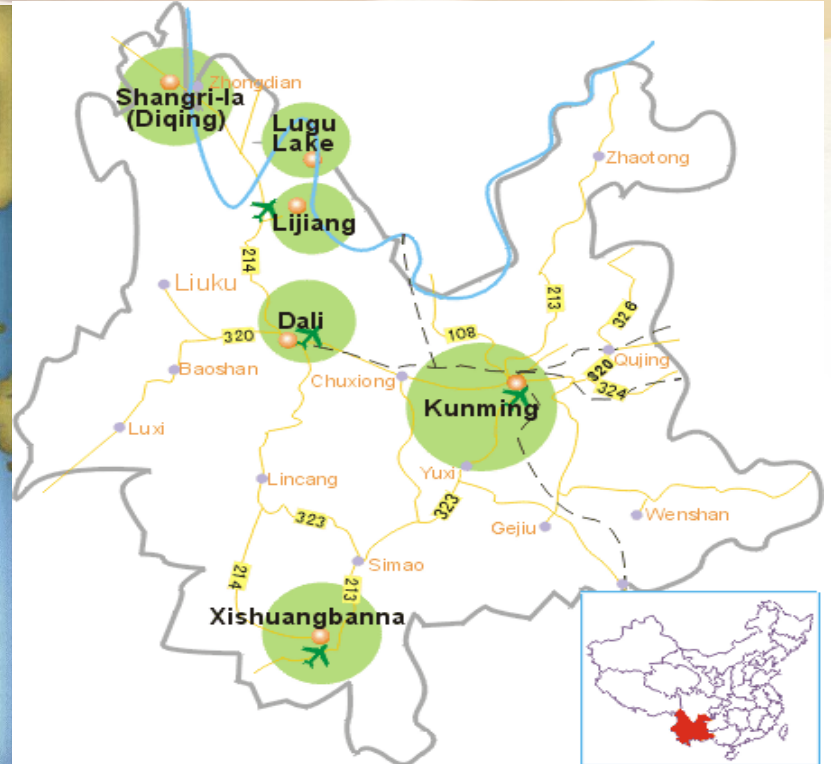


# **Rural Development in mainland China: The Yunnan Experience**

**Prof. Dr. Michelle, Hei Yan, Shum**  
**Institute of International Harmony and Sustainable Development**



# Yunnan Province







# Lijiang

- World Heritage Cultural Site: Old Town in Lijiang
  - *“represents the harmonious fusion of different cultural traditions to produce an urban landscape of outstanding quality.”*

UNESCO in 1997





# Features



# Underdeveloped region in economy and culture

## Yulong Naxi Autonomous County

- The only Naxi Autonomous County in the country
- Altitude: 3,200 meters
- Annual average temperature: 7.5 °C
- The annual precipitation: 800 mm
- The per capita cultivated land : 2.5 mu.
- Due to the cold weather, limited crops, such as artichokes and bitter buckwheat, can be planted.
- The villagers have a single income structure and no other sources of economic income.
- They belong to absolute poor villages.



# Assets-based approach



## Harmonization of government and non-profit initiatives

*“Government-led, market-oriented, enterprise set-up, expert singing, technology leadership, unit demonstration, industrial development, farmers benefit”*





# Government initiatives



# Government initiatives

2017

- *Implementation Opinions on Deepening the Structural Reform of Agricultural Supply Side and Accelerating the Cultivation of New Dynamics of Agricultural and Rural Development*
- *Master Plan for Constructing Modernization of Plateau Characteristics Agriculture in Yunnan Province (2016-2020)*

# Non-Profit Organization Initiatives

- **Empowerment:** Improve the ability of villagers to develop themselves
  - technical knowledge training, introduction of new varieties, improvement of infrastructure, promotion of community economic cooperation group, promotion of cooperation group capabilities, etc.
- Enhance the ability of community economic cooperation organizations to enter the market
- Enhance the competitiveness of community products, thereby increasing the income of community households.





# Non-Profit Organization Initiatives

- Introduce the technology of medicinal materials of Huangjing for planting
- Educate the farmers for the methods of cultivating huangjing
- Cooperate companies with companies that are able to buy back the huangjing from the farmers
- Signed the protection price of Huangjing and provided guarantee for the sales of Huang Jing after the three-year planting period, which provided conditions for the cooperative to expand the cultivation of Huang Jing.







- Famers can retain in their village to work -- Alleviate the problem of children being left in the village



# Alignment with SDG

- **Goal 1: No poverty**
- **Goal 8: Decent work and economic growth**
- **Goal 11: Sustainable cities and communities**
- **Goal 17: Partnership**





**The End, Thank you!**