



Helping farmers increase their income and boost employment. Digital community has become a new mover for a better life

2023.01.11

People's Daily Online

From the perspective of rural communities, digitalization can lower the employment barriers for farmers, broaden their sources of income, and boost the development potential of rural revitalization. Taking Xiaohai's hometown Jinping County as an example, according to data from Kuaishou, there were more than 100 rural anchors in Jinping County with over 50,000 fans on the platform. They act as the endorsers for their hometown. Through the digital platform, products in their hometown can be marketed without boundaries. These platforms have created a livestreaming base to help local farmers, and provide various assistance, such as traffic support and operational guidance, to exceptional anchors. This initiative has encouraged more young people to return to hometowns to start their own businesses. It has also boosted the development potential of the digital economy in rural areas, thereby driving the growth of related counties.