



Live e-commerce paves a new way to support rural revitalization and agriculture

2023.02.01

The People's Daily Online Public Opinion Data Center

In 2022, Kuaishou launched the "Kuaishou Agricultural Technologist Program (快手農技人計劃)", which aimed to promote high-quality educational content related to agricultural science through traffic support and cultivate 1,000 "Kuaishou Agricultural Technologists" with the investment of 3 billion worth of traffic resources. During the spring ploughing season from late February to early April, Kuaishou invited experts, streamers and users related to "Sannong(三農)" to participate in the "Watch Spring Planting on Kuaishou (上快手看春耕)" event. The event featured over 18,000 short videos and streamed more than 80 sessions on spring ploughing knowledge. Through the combination of short videos and live streaming, the program aimed to promote agricultural technology and provide support to farmers.