



## **Kuaishou Charity unveils its “Happy Village School”: Prioritizing rural e-commerce live broadcasts to fully support rural revitalization**

2023.09.15

Xinhua News : [Kuaishou Charity unveils its “Happy Village School”- Prioritizing rural e-commerce live broadcasts to fully support rural revitalization](#)

Recently, an advanced-level e-commerce live-streaming training program for the higher education of grassroots cadres was held in Yishui County, Linyi. This program was one of the initiatives of Kuaishou’s “Happy Village School” and the internet and new media vocational skills training project. Through the creation of “Happy Live-streaming Rooms” and training for rural e-commerce KOLs, the program aims to consistently contribute economic benefit, talent development and social value to rural revitalization.