



Kuaishou's "Bona Villa" ("百美村庄") project launched to facilitate rural revitalisation with the combined effort of the agricultural, cultural and tourism industry

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China Internet Information Center : [Kuaishou's "Bona Villa" \("百美村庄"\) project launched to facilitate rural revitalisation with the combined effort of the agricultural, cultural and tourism industry](#)

In 2021, after Huixian, Henan suffered from torrential rain, Kuaishou and China Foundation for Rural Development, with the strong support of the People's Government of Huixian, invested RMB10 million to launch the "Bona Villa" project. On June 20, the "Bona Villa: Rural Revitalisation Demonstration Project in Huixian" ("百美村庄:辉县市乡村振兴示范项目") in Huixian, Henan, which was funded by the donation of Kuaishou Charity, held an opening ceremony in Songshuping Village. "Bona Villa" project takes rural guesthouse as an entry point. Based on rural tourism industry, it builds entrepreneurial development platform linking urban and rural areas, introduces and cultivates rural talents, activates the potential of the countryside, stimulates villagers' endogenous motivation, increase villagers' income, drives the interaction between the urban and the rural areas, and contributes to the revitalisation of rural area.