

The Youth Reference

Volume 3, 2024

青年参考

How do Chinese youth participate in Rural Revitalization?



Newsletter from All-China Youth Federation

NOTE

This e-magazine is a product of All-China Youth Federation, China Youth Daily and China International Youth Exchange Center to introduce the youth work and youth development in China on a regular basis. We hope that it can provide you with updated information about Chinese youth, youth policy and youth programs, and we sincerely look forward to feedbacks and suggestions from friends all over the world.

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How do Chinese youth participate in Rural Revitalization?

Since 2012, the Chinese government has kept agricultural, rural and farmer development (the SanNong issues) as a top priority, and taken poverty alleviation as a landmark project for building a moderately prosperous society in all respects. The rural revitalization strategy has been implemented across the country, which has achieved historic fruits and changes. The All - China Youth Federation (ACYF) plays a pivotal role in encouraging young people to contribute to China's rural revitalization through various initiatives and programs.



The ACYF formulated and implemented the “Three - Year Action Plan to Win the Battle Against Extreme Poverty”, in which the young people were organized and

mobilized to participate in promoting rural revitalization in an all - round way. Here are some of the key ways the ACYF facilitates the strategy.

I. Raising Social Awareness for Rural Revitalization

1. Honoring Role Models in Rural Revitalization

The ACYF collaborates with the Ministry of Agriculture and Rural Affairs (MARA) to select youth pioneers and models in rural revitalization. In 2023, 380 pioneers and 10 models were honored during the second National Commendation of Excellent Youth in Rural Revitalization.

The ACYF supports and guides provincial - level programs such as “Outstanding Youth in Each Village” in Shandong, “Elite in New Villages” in Jiangsu, and “New Youth in Villages” in Sichuan to inspire young people.



2. Mainstream Media Coverage

The ACYF organizes national commendation events and briefings, which are widely covered by mainstream media, including the People's Daily and over 20 other outlets, with 23 pieces of reporting. In collaboration with China Media Group, the ACYF produced a 15 -episode documentary titled “New Youth on the Road toward Revitalization,” showcasing young people's efforts in supporting agriculture, rural areas, and farmers in the new era.

3.Encouraging Youth to Go to Countryside

From 2003 to 2023, over 500,000 university graduates participated in the “Go West” program, providing volunteer services in county - level regions, primarily in western China.

In 2023, more than 500,000 teams of social practices were dispatched under the “Go to the Countryside” program, involving approximately 6.6 million young students.

In 2024, the ACYF further enhances these programs and support 1,000 teams to carry out social practices in rural areas.



II. Supporting Young People's Employment and Careers in Rural Areas

1. Providing Professional Support and Skills Training



The ACYF has established 12,000 county - level youth social organizations and provided over 17,000 online training courses to strengthen connections with young people returning to their hometowns for careers. ACYF members visited over 1,500 villages and held more than 5,000 events focused on talent cultivation, technical support, and other services. In 2023, the ACYF, together with MARA, launched training programs for young farmers and conducted training sessions for rural revitalization talents.

2. Promoting Youth Entrepreneurship

Under the program of Support for University Graduates' Entrepreneurship in Rural Areas, funding and training courses were provided for 1,167 entrepreneurship projects centered on rural revitalization. In 2023, the China College Students' Entrepreneurship Competition on Rural Revitalization and other events were held. The ACYF supported around 1,000 entrepreneurship projects of university students with funds exceeding 23 million RMB.



3. Encouraging Youth Participation in E-commerce

The ACYF launched the second batch of 29 online e-commerce courses in collaboration with the Ministry of Commerce, covering topics

such as e-commerce operations, cross-border e-commerce, and livestreaming e-commerce. ACYF branches at all levels conducted over 10,000 livestream shopping promotions, helping farmers sell agricultural products worth 700 million RMB. The third China Youth Spring Festival Shopping event featured over 1,000 livestream shopping promotions with a total transaction volume of 967 million RMB. The ACYF enhanced the cultivation of young e-commerce talents by training rural young livestreamers in 160 counties.



III. Contributing to Social Progress in Rural Areas

1. Establishing “Youth Hubs”

The ACYF has promoted the establishment of more than 60,000 “Youth Hubs” to provide voluntary services and improve the living environment in rural areas. The ACYF has directly invested 64.23 million RMB under its Partnership Program and attracted 46 million RMB in local government funding. Supportive services have reached 51.09 million young people, covering education, life, employment, and entrepreneurship.



2. Building a Beautiful Countryside

Under the “Beautiful China–Youth Action” program, 9,937 teams consisting of over one million young river protectors have conducted 165,000 river patrols and cleared 783 tons of garbage.

3. Enriching People’s Cultural Life

In 2023, ACYF with other 11 ministerial– level government agencies issued guidelines on promoting sports for rural revitalization, aiming to boost the construction of sports infrastructure, the development of sports economy, and the vibrancy of sports culture in rural areas.