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**Promotion and protection of all human rights, civil,  
political, economic, social and cultural rights,  
including the right to development**

### **Written statement\* submitted by Chinese Association for International Understanding, a non-governmental organization in special consultative status**

The Secretary-General has received the following written statement which is circulated in accordance with Economic and Social Council resolution 1996/31.

[30 January 2021]

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\* Issued as received, in the language(s) of submission only.



## **The Internet gives wings to poverty alleviation**

As at the end of 2020, rural poverty in China, as defined by current standards, has been fully eradicated, along with absolute poverty and overall regional poverty. This achievement was possible only because of the model of state-led development and poverty alleviation adopted by China. Under the leadership of the Chinese government, social organizations have been an important force playing an indispensable role in China's poverty alleviation efforts. As China's first social organization in the fields of cybersecurity and informatization voluntarily formed by relevant institutions, the China Federation of Internet Societies(CFIS), together with other Chinese social organizations, have made many efforts to contribute towards the mission of poverty eradication set forth in the United Nations (UN) 2030 Agenda for Sustainable Development.

### **I. Practices and Achievements of CFIS in Poverty Alleviation**

1. Supporting businesses involved in poverty alleviation. CFIS has guided livestreaming platforms such as Douyin(Tik Tok) and DouYu(Nonolive) TV in developing innovative models of poverty alleviation. Through the "livestreaming + public benefits + poverty alleviation" model, these platforms bring benefits to local villagers in poor regions by recommending local agricultural products and tourist attractions. CFIS has also guided Meituan Dianping in holding training classes for those in the tourism industry. Noted experts and instructors from the tourism industry are invited to provide town officials and operators of hotels and homestays with vocational training.

In 2019, DouYu established the first "team of public-benefit livestreaming hosts" in China, using the power of internet livestreaming to launch "poverty alleviation through mobile data" events. On March 18, 2019, Qian Xiaojia, a popular host of outdoor live streams, promoted agricultural products such as tea leaves and Tujia cured meats in Hubei Province's Hefeng County. Some popular products have even received orders that can only be fulfilled in 2022. The event has raised public awareness of quality products that previously had a low profile. On April 3, the "team of public welfare livestreaming hosts" visited Fujian Province's Zhenghe County. In their four-hour live stream, the two hosts not only introduced tens of thousands of netizens to beautiful local landscapes, but also helped local famers sell more than 10,000 yuan of local specialties, adding the wings of "livestreaming e-commerce" to local poverty alleviation efforts.

2. Poverty alleviation through education. In order to help poor regions enhance levels of education informatization, build mechanisms for joint action in alleviating poverty through education informatization, and promote the normalization of targeted efforts to alleviate poverty through education, CFIS and the National Center for Educational Technology has jointly launched a targeted initiative to alleviate poverty through education informatization.

In early 2019, CFIS solicited views and proposals regarding poverty alleviation from internet education companies. After review and assessment by experts, these were recorded in a repository of proposals for selection by poor regions. Assistance agreements were signed after confirmation by donor organizations and poor regions. Dynamic follow-ups will be conducted during the course of project implementation while evaluations and feedback will be conducted afterwards. The first phase of the project donated education informatization products and services worth US\$3.86 million to five poor regions: Hebei, Hunan, Qinghai, Ningxia and Yunnan. It also organized donations worth US\$1.3 million to primary and secondary schools in Foping County for educational resources such as smart classes, interactive classrooms, and books.

After media reports on the first phase of the project, the second phase received a positive response from many enterprises. In all, registrations were received from 72 enterprises, with a total of 163 donated products. In 2020, the project focused on the 52 counties still deemed to be poverty-stricken. It organized the donation of education informatization products and services worth US\$ 3.5 million by enterprises to 16 counties still deemed to

be poverty-stricken, including the Xinjiang's Uighur Autonomous Region, China, Shache County and Gansu's Zhenyuan County, in order to overcome the pandemic and actively complete "pairing and assistance" tasks. CFIS has also organized the donation of educational software and educational resources targeted towards all teachers and students worth US\$1.52 million by several enterprises to one secondary school, ten primary schools and two kindergartens in Foping County. This has addressed the severe lack of teaching resources in subjects such as music, art and English in Foping County, reduced the education informatization gap between the various schools of the county and between the county and its sister counties/districts, as well as brought the education informatization level of Foping County to a new level.

3. Poverty alleviation through employment. Job availability and information have long been lacking in poor regions. Coupled with the impact of COVID-19, 2020 has become the "toughest-ever employment season". In order to help higher education graduates from poor countries find stable jobs as soon as possible, from May to August 2020, CFIS and the China Higher Education Student Information and Career Center has jointly held online recruitment events where internet enterprises help university graduates from 52 poor counties seek employment. Based on the career and locational preferences of higher education graduates from poor counties, the event has screened and provided large numbers of internet-related jobs, using big data technologies to match graduates from poor areas with job positions and using internet platforms to build convenient employment channels. Gainful employment for a single person allows their entire household to escape poverty. As of September 1, 2020, 40,904 jobs have been provided by 238 internet enterprises, and 14,630 resumes have been received from poor students.

## II. Summary of the Experiences of CFIS in Poverty Assistance

That China has achieved its goal of eradicating absolute poverty within a set time frame was due to the country's adoption of several major measures with original and unique qualities to organize and carry the largest and strongest poverty eradication campaign in human history. As UN Secretary-General Guterres has said, China's experiences can provide a useful reference for other developing countries. CFIS also hopes to share with more countries, regions and institutions its experiences and practices in participating in and promoting poverty alleviation through the internet.

1. Precise poverty alleviation. CFIS has been committed to carrying out surveys and interviews before the implementation of any poverty assistance project, in order to understand the needs of poor areas and the inclinations of internet enterprises with regards to poverty assistance. Thereafter, key directions of poverty assistance, such as through education, businesses, or employment, are determined based on actual circumstances, in order to match the needs of poor areas and the resources of internet enterprises. This allows the strengths of internet enterprises to be pooled and project resources to be integrated, so as to precisely link up with poverty assistance projects in poor areas.

2. Emphasis on sharing experiences. Learning from good experiences can speed up the pace of poverty alleviation. To this end, CFIS has publicized its experiences in poverty assistance through the internet by means of conference discussions, strengthening publicity efforts, and evaluation of case studies. For instance, CFIS has solicited outstanding case studies in poverty alleviation from the general public for three consecutive years and conducted evaluations of the 160 effective case studies received, eventually forming ten major case studies and 50 typical case studies. These cases reflect the achievements of the government, internet social organizations, and internet enterprises in deepening the development of internet coverage, rural e-commerce, internet-based educational initiatives, information services, and internet public-welfare initiatives, as well as innovation in the Internet Plus poverty assistance model. These achievements are representative, innovative, demonstrative, precise, and replicable. CFIS has also mobilized efforts by 420-odd member organizations and over 100 members of the Internet Communication Committee to publicize good experiences and practices in using the internet to alleviate poverty, maximizing the effect of publicity.

Poverty eradication is the foremost goal of the UN 2030 Agenda for Sustainable Development. The government and people of China have worked hard towards this goal and eliminated absolutely poverty in 2020, achieving the first goal of the Agenda ten years ahead of schedule. Moving on, CFIS will, with the eradication of extreme poverty as its new starting point, continue to focus on poverty assistance through the internet, fully promote the development of a digital countryside, and consolidate the achievements of poverty eradication. We also call for other countries, regions and institutions to work with us to ultimately eradicate poverty in the spirit and vision of a community of shared future for mankind, and shape a new world that is more sustainable, more prosperous, and more harmonious.

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China Federation of Internet Societies, an NGO without consultative status, also shares the views expressed in this statement.