

From Trees to Forests



In 2013, Mr Bai Yuliang, from Northern Shaanxi, left the city job to pursue his hometown entrepreneurship by promoting locally grown rice products via e-commerce with proven success while also earning personal popularity. Since being recognized by the "Leader Plan" in 2022, he has leveraged the support of the programme to continue enhancing his knowledge and experience in business, while also helped neighbouring villages to promote their products using e-commerce platforms.

Mr Bai has established another cooperative to promote hometown handmade noodles, helping local villagers to generate annual income for over RMB3 million, or more than RMB10,000 individually.

Mr Bai acknowledged the initiatives and effort provided by the "Leader Plan" and hoped that his success could influence more young people in helping their rural hometowns towards revitalisation and business devel-