

## Beside a Fruit Tree in Hometown

Mr Wang Qiang, a 22-year-old senior student at Sichuan Agricultural University, founded the Panzhihua University Students Rural Revitalisation Alliance in Sichuan, focusing on promoting Panzhihua mangoes through innovative methods like live streaming sales and rural activities.



Participating in the "Leader Plan" since 2022 has provided him with valuable knowledge and resources, strengthening his determination to return to his hometown and start a business. Mr Wang organised fruit sales competitions, mobilised students to support rural revitalisation, and collaborated with major companies to promote local products. His efforts have significantly increased farmers' incomes and gained widespread media attention.

Wang Qiang is dedicated to continuing his work in rural revitalisation, driven by a spirit of innovation and perseverance.