

# INCLUSIVE BUSINESS 包容性企业

## KNOWLEDGE SHARING TEMPLATE 知识共享模板

The aim of this template is to collect experiences, projects, policies or initiatives at local, country and regional level related to the promotion of Inclusive Business. 该模板旨在收集地方、国家和区域各级有关提升包容性企业的经验、项目、政策或举措。

<b>1. General Information 基本情况</b>
<b>1.1. G20 Country G20 国家</b>
China
<b>1.2. Project / Initiative / Policy name/title: 项目/举措/政策名称/头衔:</b>
一亩田农业互联网项目 Yi Mu Tian Agricultural Internet Project
<b>1.3. General objective 总体目标</b>
提升中国农村地区的互联网应用水平，提高中国农业从业人员的市场对接能力，推动中国农业产业规模化、组织化、标准化和品牌化发展，实现中国农业产业兴旺和农民富裕。 To improve the application of Internet in rural areas of China, to raise the ability of Chinese agricultural practitioners to connect with the market, to promote the development of scale, organization, standardization and brand of Chinese agricultural industry, and to realize the prosperity of Chinese agricultural industry and the affluence of farmers.
<b>1.4. Expected results 预期结果</b> (output-level: number of BoP engaged, jobs created, services delivered, etc. 产出能力：从事 BoP 的人数、创造的就业岗位、提供的服务等。)
为千万农业从业者提供农产品销售渠道，带动上亿农户提升劳动效率和价值。 To provide distribution channels of agricultural products for tens of millions of agricultural practitioners and drive hundreds of millions of farmers to improve labor efficiency and value.
<b>1.5. Intended impact 预期影响</b> (outcome-level: income generated or increased, health/education/housing improved, etc. 成果：收入的产生或增加、卫生/教育/住房的改善等)
通过打通农产品交易信息壁垒，推动农业生产的科学性、流通的高效性和食品的安全性，显著提高农业产出质量和效率，增加农民收入，特别是贫困人口的收入。

By breaking through the information barrier of agricultural products trading, we will promote the scientific nature of agricultural production, the high efficiency of circulation and the safety of food, improve the quality and efficiency of agricultural output, and increase the income of farmers, especially the poor.

## 2. Legal framework 法律体制

2.1. Does the Project / Initiative / Policy have an associated regulatory or legal framework? 项目/举措/政策是否具有相关的管理或法律体制?

中国政府制定了“电子商务法”，规范相关电子商务行为。  
The Chinese government has enacted the *E-Commerce Law* to regulate relevant e-commerce activities.

## 3. Implementation 执行

### 3.1. Implementation level 执行水平

- Domestic 国内
- Support of developing and low-income countries (international cooperation) 支持发展中国家和低收入国家（国际合作）

### 3.2. Implementing agency 执行机构 (including link 包括链接)

北京一亩田新农网络科技有限公司  
Beijing Yi Mu Tian New Agricultural Network Technology Co., Ltd.

3.3. Direct target group 直接目标群体 (MNCs, medium or large international or domestic company, SMEs, women, youth, rural/urban communities etc. 跨国公司、中型或大型国际或国内公司、中小企业、妇女、青年、农村/城市社区等。)

农业从业者，包括农产品生产者（中国农村合作社、经纪人、种植大户、家庭农场、龙头企业等）和流通者（批发商、超市、餐饮连锁企业、加工企业、进出口企业、生鲜电商企业等）。

Agricultural practitioners, including agricultural producers (Chinese rural cooperatives, brokers, growers, family farms, leading enterprises, etc.) and circulators (wholesalers, supermarkets, catering chains, processing enterprises, import and export enterprises, fresh e-commerce enterprises, etc.)

3.4. Indirect target group 间接目标群体 (SMEs, women, youth, rural/urban communities, etc. 中小企业、妇女、青年、农村/城市社区等。)

广大的中国从事农业生产的农户，特别是贫困地区农户。

The vast majority of Chinese farmers engaged in agricultural production, especially in poor areas.

3.5. Nº of countries involved 所涉国家数量 (if project is Regional/Global 区域性/全球性项目)

3.5.1. City, Country, Region 1 城市、国家、区域 1: 中国 China

3.5.2. City, Country, Region 2 城市、国家、区域 2: 欧洲 Europe

3.5.3. City, Country, Region 3 城市、国家、区域 3:美洲 America	
3.5.4. City, Country, Region 4 城市、国家、区域 4:亚洲 Asia	
3.5.5. City, Country, Region 5 城市、国家、区域 5:	
<b>3.6. Project status 项目状态</b>	<b>3.7. Duration 持续时间</b> (mm/yyyy – mm/yyyy 月/年-月/年)
<input type="checkbox"/> Under design 设计中 <input type="checkbox"/> In progress 进行中 (进行中) <input type="checkbox"/> Completed 已完成	长期 Long-term
<b>3.8. Brief description of the link with the BoP 与 BoP 链接的简要说明</b> <i>How does the project / initiative / policy include the BoP? How does it benefit the BoP? How does it define the BoP and its role? 该项目/举措/政策如何包括 BoP 的? 如何使 BoP 受益的? 如何定义 BoP 及其作用的?</i>	<b>3.9. Role of the BoP BoP 的作用</b>
<p>一亩田通过帮助农村中规模化生产者和组织者 (如合作社、龙头企业、经纪人等) 开拓市场, 拓宽农产品销路, 并鼓励他们优先采购本地贫困和弱势人口的农产品, 吸收他们就业, 从而间接使底层人口受益。</p> <p>Yi Mu Tian strives to help large-scale producers and organizers (such as cooperatives, leading enterprises, brokers, etc.) in rural areas to open up markets, expand the market for agricultural products, and encourage them to give priority to the purchase of agricultural products from the local poor and vulnerable population, provide them with jobs, thus indirectly benefiting the bottom population.</p>	<input type="checkbox"/> BoP as customer 作为客户的 BoP <input type="checkbox"/> BoP as distributor 作为经销商的 BoP <input type="checkbox"/> BoP as retailer 作为零售商的 BoP <input checked="" type="checkbox"/> BoP as supplier 作为供应商的 BoP
<b>3.10. Sector 部门</b> (more than one answer possible 可以多选)	
<input checked="" type="checkbox"/> Agriculture or Food 农业或食品 <input type="checkbox"/> Energy 能源 <input type="checkbox"/> Health 卫生 <input type="checkbox"/> Education 教育 <input type="checkbox"/> Water, Sanitation 水、卫生 <input type="checkbox"/> Waste Management 废物管理 <input type="checkbox"/> Housing or Construction 住房或建筑	<input type="checkbox"/> Retail, Manufacturing or Consumer Goods 零售、制造或消费品 <input type="checkbox"/> Information Communications Technology 信息技术(ICT) <input type="checkbox"/> Financial Services 金融服务 <input type="checkbox"/> Tourism 旅游 <input type="checkbox"/> Cross-sectoral 跨部门

		<input type="checkbox"/> Other 其他: _____
<b>3.11. Topic 主题</b> ( <i>more than one answer possible 可以多选</i> ) (*) See Annex for definitions		
<input checked="" type="checkbox"/> <b>Inclusive business models and strategy 包容性企业模式和战略</b> <input type="checkbox"/> Scale 规模 <input type="checkbox"/> Policy and government 政策与政府 <input type="checkbox"/> Finance for inclusive business 包容性企业的融资 <input type="checkbox"/> Corporates in inclusive business 包容性企业的公司 <input type="checkbox"/> Partnerships 伙伴关系 <input type="checkbox"/> Environmental impact 环境影响 <input type="checkbox"/> Gender 性别	<input type="checkbox"/> Results measurement and impact 成果衡量与影响 <input type="checkbox"/> "What is IB?" "什么是IB?" <input type="checkbox"/> Innovation 创新 <input type="checkbox"/> Digitalization 数字化 <input type="checkbox"/> Capacity building 能力培养 <input type="checkbox"/> Data 数据 <input type="checkbox"/> Impact investing 创效投资 <input type="checkbox"/> Other 其它: _____	
<b>3.12. Main area of intervention / Type of support provided 主要干预领域/提供的支助类型</b> ( <i>What is the project's/initiative's/policy's focus regarding the main challenges faced by inclusive businesses -more than one answer is possible- 针对包容性企业面临的主要挑战, 项目/举措/政策的重点是什么? -可以多选</i> )		
<input type="checkbox"/> Financial resources 财源 <input type="checkbox"/> Rules and regulations 规章制度 <input checked="" type="checkbox"/> Information 信息 <input type="checkbox"/> Capacity 产能		
<b>4. Funding 融资</b>		
<b>4.1. Origin 来源</b> ( <i>more than one answer possible 可以多选</i> )		
<input type="checkbox"/> Government / State-owned enterprise 政府/国企 <input type="checkbox"/> Multilateral Development Banks (MDBs) or Development Financial Institutions (DFI) 多边开发银行 (MDB) 或发展金融机构 (DFI) <input type="checkbox"/> International Organisations (IOs) 国际组织 (IO) <input checked="" type="checkbox"/> NGO / Foundation 非政府组织 (NGO) /基金会 <input checked="" type="checkbox"/> Private sector 私营部门 ( <i>impact investment fund, private equity fund, venture capital fund, commercial bank, corporation, etc. 创效投资基金、私募基金、风险投资基金、商业银行、公司等</i> ) <input type="checkbox"/> Other 其它: _____		
<b>4.2. Brief description of funding / contributions 融资/捐款简要说明</b> ( <i>e.g. name of funding institution, type of financing instrument, etc. 比如融资机构名称、融资工具类型等</i> )		

<p>红杉资本、云锋基金等。 Sequoia Capital, Yunfeng Capital, etc.</p>
<p><b>4.3. Available funds 可获得资金</b> (optional 可选项)</p>
<p>数亿人民币 Hundreds of millions of RMB</p>
<p><b>4.4. Value of project 项目价值</b></p>
<p>以 B2B 方式打通农产品流通信息渠道，拓宽农产品销路，推动农业生产规模化、组织化和品牌化，助力贫困地区产业脱贫，形成贫困人口可持续性增收脱贫的内生动力。 By means of B2B, we will open the information channels of agricultural products circulation, widen the market of agricultural products, promote the scale, organization and brand of agricultural production, help poor areas to get rid of poverty, and form the endogenous motive force for poverty-stricken population to continually increase income and reduce poverty.</p>
<p><b>4.5. Description of financing/procurement process 融资/采购过程说明</b></p>
<p> </p>

<p><b>5. Monitoring and Evaluation 监测与评估</b></p>	
<p><b>5.1.1. Does the project / initiative / policy involve a monitoring process?项目/举措/政策是否涉及监测过程？</b></p>	<p><b>5.2.1. Does the project / initiative / policy involve an evaluation process?项目/举措/政策是否涉及评估过程</b></p>
<p><input type="checkbox"/> Yes 是 <input checked="" type="checkbox"/> No 否</p>	<p><input type="checkbox"/> Yes 是 <input checked="" type="checkbox"/> No 否</p>
<p><b>5.1.2. Brief description 简要说明</b></p>	<p><b>5.2.2. Brief description 简要说明</b> (specify type of evaluation -process, outcome, impact – and methodology 具体说明评估类型-过程、结果、影响及方法)</p>
<p> </p>	<p> </p>
<p><b>5.1.3. Lessons learned and results 经验教训和成果</b> (if applicable 如适用)</p>	<p><b>5.2.3. Lessons learned and results 经验教训和成果</b> (if applicable 如适用)</p>
<p> </p>	<p> </p>
<p><b>6. Contact Information 联系信息</b></p>	

**6.1. Contact Information 联系信息** (if there is a website of the project/policy/initiative, please include it 如果有项目/政策/举措的网站, 请填写)

可下载一亩田 APP

Yi Mu Tian APP is available for downloading

## 7. Supporting material 支撑材料

Please provide links to or upload any further supporting materials, including: newspaper articles, case studies, toolkits, photographs, and any other relevant materials to help illustrate the project 请提供链接或上载更多的支撑材料, 包括: 报纸文章、案例研究、工具包、照片和任何其他可以帮助说明该项目的相关材料。

### Improve the Efficiency of On-line Sale of Agricultural Products to Aid the Revitalization of China's Rural Areas

#### Agricultural Internet Practice of Beijing Yimutian

For quite a long period, small peasant economy has been the main form of agriculture in China and there has been contradiction between small household based production and the ever-changing big market. With the vigorous development of mobile Internet in China, the e-commerce of agricultural products has become an important force to solve the problem of agricultural information asymmetry in China, promote rural youths who left the countryside to return home to start their own businesses and achieve rural revitalization.

#### I. Profile of Yimutian

“Yimutian E-commerce Trading Platform for the Agricultural Products of China”, operated by Beijing Yimutian New Rural Network Technology Co., Ltd. (hereinafter referred to as “Yimutian”), was founded in 2011. It is a domestically leading B2B integrity-based trading service platform for bulk agricultural products. It is committed to “making every mu of land more valuable” and has been engaged in facilitating “easy selling and purchasing of agricultural products”. ( Yimutian means one mu of land which is the unit of land area in China and equals approximately 666.67 square meters. )

Yimutian has taken the lead in exploring and launching B2B e-commerce model in the application and practice of agricultural Internet. Currently, it mainly offers transaction matching service for agricultural products operators with a certain scale. The platform suppliers mainly include professional cooperatives of farmers, rural brokers, large agricultural growers, family farms and agricultural enterprises. The main purchasers are wholesalers of agricultural products, processing enterprises, shopping malls and supermarkets, F&B chain enterprises, social e-commerce operators (B2C sellers and Wechat business, etc.), export trade enterprises and institutional buyers etc.

As of March 2018, about 9.10 million users from 2,532 counties in China have registered in Yimutian, including 1.114 million from poor counties, which connects 714 poor counties, accounting for 85.8% of the 832 poverty-stricken counties in China. The agricultural Internet practice of Yimutian has received extensive attention from and been widely recognized by the governments at all levels and all walks of life. Yimutian has been listed as key e-commerce enterprises for poverty-alleviation and a member of **National Agricultural and**

**Commercial Internet Industry Alliance** by the Ministry of Commerce and a member of **National Alliance for Farmers' Mobile Phone Application and Training** by the Ministry of Agriculture.

## II. Main Practice of Yimutian

### 1. Use of B2B model to break through the logistic barriers and promote industrial upgrading

Yimutian took the lead in launching B2B model in the agricultural products e-commerce field in China, that is, connecting cooperatives, brokers, large growers, leading enterprises and other scale producers operators on the origin side with wholesalers, shopping malls and supermarkets, F&B chain enterprises and export businesses on the selling side. The advantages of B2B model are reflected in the large unit trading scale (the unit price generally exceeds RMB10,000yuan per customer transaction), strong logistical ability (generally in the form of entire vehicle, and basically capable of meeting requirement under the existing rural logistical conditions), and the capability of more effectively solving barriers such as too high transaction cost and mismatching logistics conditions caused by smaller unit business volume of general e-commerce operators. At the same time, the rational purchasing needs transferred by professional buyers push the standardized production of agricultural products and breed large-scale and branded production, thus improving the quality of agricultural products supply.

### 2. Use of Internet technology to improve the efficiency of agricultural products trading and decision making

In light of the characteristics of the agricultural products e-commerce users and the trading features of agricultural products and in response to the development trend of mobile Internet, in 2013, Yimutian launched mobile phone APP to provide agricultural operators across China with a number of services including information release, market inquiries, products exhibition, transaction matching, online payment, order management, logistics matching, and deal of agricultural materials. This APP is featured by simple and practical operation and use and tries to be close to the rural reality, thus winning the praise of the vast rural users. It is also known as the e-commerce platform characterized by “feet covered with mud”. According to the statistics of a domestically authoritative third party Internet monitoring organization in China, in 2017, Yimutian APP ranked the first among all the e-commerce providers in China in terms of per capita login times by users per week and the average time of daily use.

### 3. Rigorously promote the building of standardization for both the agricultural products and the integrity-based customer transaction

As the largest B2B agricultural products matching platform in China, Yimutian hopes to promote the establishment of network goods standards for agricultural products with the platform standard. At present, 12,000 kinds of agricultural products have been combed out, and classified by 4 level classification systems. Each classification has standardized specifications and parameters. Thus the largest standard system of agricultural products e-commerce transaction has been established. In terms of the standardization of integrity-based transaction, for the purpose of building an integrity-based environment for the online trading of agricultural products, Yimutian has strengthened its internal management through clarifying principles, improving the system, strict implementation, streamlining process and feedback mechanism, incentive and punishment measures. As a result, it has built the integrity sub-system made up of user qualifications, user assessment, compliance operation, real name authentication, and goods management, thus forming an extensive, in-depth and lasting integrity building momentum and accomplishing the benchmark of the integrity system construction in the industry.

#### 4. Development of agricultural product data based on the scale of platform users

On the platform there are more than 42,000 information providers, who are scattered across China. They provide the prices of main fruits and vegetables in the original production place and their marketing information, which is characterized by wide coverage, high accuracy of data, and multi-dimensional monitoring (including marketing time and periodic main production area, heat of supply and demand, market sentiment, and price trend, etc.). Yimutian's ability to provide information on agricultural products in where they are produced not only provides decision reference services for platform users, but also offers information service for the National Development and Reform Commission and the Ministry of Agriculture, etc. Yimutian uses its own monitoring data on agricultural product prices to provide Beijing Urban and Rural Economic Information Center under Beijing Municipal Commission of Rural Affairs with analysis report on the price trend of agricultural products in Beijing for three consecutive years, which is reported by Beijing Municipal Commission of Rural Affairs to the higher authorities, serving as a reference basis for the government's macroeconomic policy.

#### 5. Innovation of training method to help the growth of millions of new farmers

Yimutian Group regards county-wide Internet knowledge enlightenment and popularization as the foundation for developing agricultural e-commerce, and has specially formulated the training plan for agricultural products e-commerce which is named the "fire thief program". On the one hand, Yimutian invited experts from the fields of agriculture, circulation, industry and Internet to form a team of Yimutian instructors, providing expert lectures for grass-roots agricultural management departments at all levels. On the other hand, Yimutian set up a team of instructors to train farmers' professional cooperatives, family farms, large growers, agricultural brokers in rural mobile application and agricultural products e-commerce. Up till now, the governments at all levels across over 20 provinces, autonomous regions and municipalities directly under the central government have cooperated with Yimutian in training.

### III. Development Plan of Yimutian

Next, Yimutian will exploit its two advantages in users scale (including user concentration) and transaction size, focusing on playing greater role in promoting the upgrading of the county-level agricultural industry with scale trade, innovating agricultural service industry, driving the emerging agricultural market operators, and exploring deeply data resources so as to improve the ability of practitioners to resist natural and market risks.

Appendix:

#### **Cases of Yimutian**

##### **I. Cases of Cooperation with the Governments**

##### **1. Fugou County, Henan Province**



Zhang Hongbo, Deputy Head of Fugou County, said that the whole county had more than 600,000 times of information release about fruits and vegetables on Yimutian's transaction platform, through which 3.6 million tons of vegetables are sold with sales revenue of RMB360 million yuan. Yimutian has promoted Fugou County, the largest county of vegetable production in Henan Province to achieve three "new transformations":

Firstly, the production model has been transformed from scattered household-based growing to production featured by scale, base and industrialization.

Secondly, the circulation channels have been transformed.

Thirdly, the service identity has been transformed, for example, vegetable farmers become workers, technicians become experts, and brokers become CEO. The Fugou vegetables are promoted online through "Yimutian" e-commerce platform, expanding the sales radius and increasing the popularity of Fugou vegetables. When Xie Fuzhan, then provincial governor and current Secretary of the provincial Party committee, made field survey in Fugou County, he highly recognized Fugou's development of highly efficient green agriculture and "Yimutian" e-commerce in boosting the development of vegetable industry.

## **2. Bo'ai County, Henan Province**

Thanks to the support of the government of Bo'ai County, Jiaozuo City, Henan Province, Yimutian connected its platform with Village Jiang Market in Bo'ai County. According to Bo'ai County Government, the customers and businessmen attracted by Yimutian account for approximately 60-70% of the trading volume in Village Jiang Market. The annual trading volume of Village Jiang Market is about 650 million kg. According to a conservative calculation by 50%, Yimutian serves at least tens of thousands of rural households around Village Jiang, and the trading volume is about 300 million kg, facilitating farmers to sell their agricultural products successfully.



Li Xiao, Yimutian's senior instructor, offers training in Bo'ai County

## II. Cases of Training a Million New Rural Users

### 1. From farmer to CEO



罗孝君  
四川成都金堂县



之前: 小农经济

- 大多种植传统作物玉米和红薯
- 一家一户小农经济
- 农产品品种多, 每种产量很少
- 无法形成规模经济。



之后: 规模化种植

- 逐渐打造了以西瓜种植为主的**三百余亩**现代水果生产基地, 形成了**种植区域化、生产专业化、产销一体化**的发展格局, 有力带动了当地县域经济转型升级发展

Luo Xiaojun

Jintang County, Chengdu City, Sichuan Province

#### Before: Peasant economy

They mostly grow traditional crops such as corn and sweet potatoes

Household-based peasant economy

There are many varieties of agricultural products, but the yield of each variety is small

Unable to develop economy of scale

### After: Scale growing

Three hundred mu of modern fruits production base, mainly watermelon planting, have gradually been built up, forming the development pattern of regional growing, specialized production, and integrated production and marketing, which effectively promotes the transformation, upgrading and development of local county economy.

## 2. From one person to 5 towns



徐福祿

内蒙古 兴安盟 科右前旗

### 推动“镰刀弯”区转型升级

- 徐福祿是一亩田内蒙古兴安盟科右前旗阿力得尔苏木的用户。当地种植户纷纷响应政府号召，在原有的玉米种植基础之上，改种了油料作物——向日葵，需要拓展新的销售渠道。
- 徐福祿通过一亩田，帮助当地五个乡镇累计销售出**4000多万元**的玉米和向日葵，提高农民收益**100多万元**，为当地农业供给侧改革的实施和推动打下了良好的基础。

Xu Fulu

Keyouqian Banner, Xing'an League, Inner Mongolia

### Promoting the transformation and upgrading of “Sickle Zones”

Xu Fulu is a user of Yimutian in Alideer area, Keyouqian Banner, Xing'an League, Inner Mongolia. Local farmers have responded to the call of the government to grow the oil crop sunflower on the basis of the original corn planting, but the new sales channels need to be expanded.

With the help of Yimutian platform, Xu Fulu helped the local five towns to sell corns and sunflowers worth about 40.00 million yuan, which increased the farmers' income by over 1.00 million yuan, laying a good foundation for the implementation and promotion of the local agricultural supply side reform.

## 3. Return to hometown with knowledge

 河南淇县大学生返乡创业帮助贫困户增收致富



岳纲亮  
河南省 淇县

- 2013年10月，岳纲亮大学毕业后回到家乡河南淇县成立了联发农民专业合作社，注册资金1000万元，社员363户，流转土地3500亩，万头猪场一座，3000立方冷库，是一家集畜牧养殖、特色蔬菜种植、绿化苗木培高、良种繁育为一体的综合性合作社。2014年被评为国家级示范合作社，2015年被评为河南省电子商务企业。
- 2017年实现销售收入**4165万元**，利润650万元。2014年成为一亩田会员以来，通过一亩田平台销售逐年提高，截止2017年一亩田蔬菜销售占92%

Yue Gangliang

Qi County, Henan Province

**College student from Qi County, Henan Province returned to his hometown to start business and help poverty-stricken households to get rich**

In October 2013, Yue Gangliang returned to his hometown, Qi County, Henan after graduating from the university and established Lianfa Farmers Cooperatives, which has a registered capital of 10.00 million yuan, members of 363 households, transfer land of 3500 mu, a farm of 100,000 heads of pigs, and a cold storage of 3000 cubic meters. It is a comprehensive cooperatives that integrates animal husbandry, featured vegetable planting, green seedlings cultivation and seed-breeding. In 2014, it was appraised as a national demonstration cooperative. And in 2015, it was appraised as the e-commerce enterprise of Henan Province.

In 2017, the sales revenue was RMB41.65 million yuan and the profit was 6.50 million yuan. Since joining Yimutian as a member in 2014, the sales have increased year by year through Yimutian platform. As of 2017, the sales of vegetable sales through Yimutian accounted for 92%.

**4. Realizing dreams at home**



黄保申  
山东省 巨野县

### 把红薯变成“金疙瘩” 2000亩红薯成功售空

- 黄保申来自山东菏泽，是巨野天家薯业地瓜种植专业合作社负责人之一，2016年种植户为3500户，覆盖36个村，其中贫困户550户。为了让合作社的产品真正“走出去”，黄保申一直在寻找优质稳定的销售平台。
- 2015年他开始使用一亩田APP。通过一亩田APP，他及时掌握了红薯价格行情的走势，并在短时间内积累起了大量客户群，使产品快速准确地找到了目标市场。“我们合作社算了一笔账，2016年通过一亩田销售红薯**2000余亩**，销售额达**700万**左右。
- 黄保申说，“一亩田APP在产品信息对称、撮合交易等方面起到了非常大的作用，不仅帮助我们拓宽了销售渠道，还鼓舞了团队士气，更让我们的产品赢得了市场的认可和信赖。”

Huang Baoshen

Juye County, Heze City, Shandong Province

#### Turning sweet potatoes into “gold pimple” and the sweet potatoes from over 2000 mu were sold out

Huang Baoshen, a native of Heze City, Shandong Province, is one of the responsible persons of Juye Tianjia Sweet Potatoes Industry Professional Cooperatives. In 2016, there were 3500 households of growers, covering 36 villages, including 550 poverty-stricken households. In order for the products of the cooperatives to really “go out”, Huang Baoshen has always seeking a quality and stable marketing platform.

In 2015, he began to use Yimutian APP, through which he promptly grasps the trend of sweet potato prices and market, and has accumulated a large number of customer groups in a short time, making it easy and accurate for the products to find the target market. “We cooperatives have our own account. In 2016, the sweet potatoes from more than 2000 mu were sold through Yimutian with sales of about RMB7 million yuan.

Huang Baoshen said, “Yimutian APP has played a very important role in product information symmetry, matching transactions and so on. It has not only helped us widen the marketing channels, but also encouraged the morale of the team, and our products have even won the recognition and trust of the market.”

#### 5. Yimutian that changes one’s life

In 2014, Huo Falin, born in 1989, returned to his hometown to start his own business. Through Yimutian and other Internet marketing channels, he has expanded the sales radius, extending the sales regions across China. The cooperatives has 3000 mu of land and more than 200 members. In 2017, altogether 6.00 million *jin* of yams were sold.

The CCTV financial channel broadcast Huo Falin's case entitled "Yimutian that changes one's life" in the column "Amazing China" in two segments of the prime time.



## 6. E-commerce empowers him to achieve more life value



刘金忠  
河南省 商丘

### 小农经济从保安到创业能手，河南刘金忠带领乡亲共同致富

- 2016年3月1日刘金忠，怀着对家乡的热爱，对梦想的执着，从北京回到家乡开始了创业的日子，回到家乡后注册了柘城县金忠养殖农民专业合作社，开始了从养鹅到鹅苗孵化，肉鹅回收的产业链发展。
- 2017年，刘金忠带领合作社成员通过一亩田销售总额**200多万**，销售鹅苗30多万只，占合作社销售总量的80%，与2016年相比，销售总额提高了70%。并带动和帮助当地**20多个贫困户**，外省**80多个贫困户**，实现了脱贫致富。

**Liu Jinzhong**

**Shangqiu, Henan Province**

### **From a Security Man to an Entrepreneurial Master, Liu Jinzhong from Henan Led the Villagers to Pursue Common Prosperity**

On March 1, 2016, Liu Jinzhong came back to his hometown from Beijing and started his own business, with the love for home and dedication to the dream. After returning home, he registered Zhecheng County Jinzhong Farmers Professional Cooperatives, starting the industry chain development from goose breeding to incubation of goose seedlings and recovery of meat goose.

In 2017, Liu Jinzhong led the members of the cooperatives to achieve total sales of about RMB2.00 million through Yimutian platform, selling about 300,000 goose seedlings, which accounted for 80% of the total sales volume of the cooperatives. Compared with 2016, the total sales volume increased by 70%. He has led and helped lift more than 20 local poverty-stricken households and over 80 poor families out of poverty.

## ANNEX附录

**BoP as customer:** business models that reach low-income consumers (products, services that target low-income consumers).

作为客户的 **BoP**: 面向低收入消费者的商业模式（针对低收入消费者的产品、服务）。

**BoP as distributor:** business models that reach low-income distributors (distribution, awareness, market building).

作为经销商的 **BoP**: 面向低收入经销商的商业模式（分销、意识、市场建设）。

**BoP as supplier:** business models that engage source products from low-income workers and suppliers

作为供应商的 **BoP**: 从低收入工人和供应商获得原始产品的商业模式

**BoP as retailer:** business models that sell goods to the consumer, e.g. at the BoP

作为零售商的 **BoP**: 向消费者出售商品的商业模式，例如通过 BoP

**Capacity building:** Lessons learned from capacity building programmes.

能力培养: 从能力培养计划中获取经验教训

**Corporates in inclusive business:** corporate business models that engage the BoP.

包容性企业的公司: 参与 BoP 的公司商业模式。

**Digitalisation:** impact of digitalisation on business and society.

数字化: 数字化对企业和社会的影响

**Data:** Data and inclusive business. Data and the BoP.

数据: 数据和包容性企业。数据和 BoP

**Environmental impact:** inclusive business models that mitigate or adapt to climate change.

环境影响: 减轻或适应气候变化的包容性企业模式。

**Finance for inclusive business:** finance for inclusive business, e.g. impact investing, accessing funding.

包容性企业的融资: 包容性企业的融资，比如创效投资、获取资金。

**Gender:** economic empowerment of women, gender issues.

**性别：**赋予妇女经济权力、性别问题。

**Impact investing:** publications from impact investors and about impact investing in general.

**创效投资：**创效投资者撰写及关于一般创效投资的出版物。

**Inclusive business:** Inclusive businesses provide goods, services, and livelihoods on a commercially viable basis, **either at scale or scalable**, to people living at the base of the economic pyramid (BOP) making them part of the value chain of companies' core business as suppliers, distributors, retailers, or customers. In addition to these commercially inclusive activities, businesses may also pursue broader socially inclusive goals. Inclusive business should promote sustainable development in all its dimensions – economic, social and environmental.

**包容性企业：**包容性企业在保证有利可图的基础上向生活在经济金字塔底层（BOP）的人们提供商品、服务和生计，**无论是从规模还是从可扩展性而言**，使其作为供应商、分销商、零售商或客户成为公司核心业务价值链的一部分。除了这些商业上的包容性活动之外，企业还可以追求更大的社会包容性目标。包容性企业应促进包括经济、社会和环境等所有方面的可持续发展。

**Inclusive business models and strategy:** business-planning tools, assessment of models.

**包容性企业模式和战略：**企业规划工具、模型评估。

**Innovation:** Innovative business models, importance of innovation and how to be innovative.

**创新：**创新的商业模式、创新的重要性以及如何创新。

**Partnerships:** business-to-business, business to government, or business to NGO partnerships within inclusive business models.

**伙伴关系：**包容性企业模式中的企业对企业、企业对政府，或商业对非政府组织的伙伴关系

**Policy and government:** policy issues and ecosystem for IB; resources from or for donors and policymakers; policy recommendations.

**政策和政府：**IB 的政策问题和生态系统；捐助者和决策者的资源或为其提供的资源；政策建议。

**Results measurement and impact:** approaches to measurement of results, findings on results of inclusive businesses.

**成果衡量和影响：**衡量成果的方法，对包容性企业成果的调查结论。

**Scale:** strategies for scale.

**规模：**规模策略。

**“What is IB?”:** introductory literature on IB, discourse papers that define IB.

**“说明是 IB？”：**关于 IB 的介绍性文献，定义 IB 的语篇论文。