

Song Tingting: Harnessing the power of women to improve ecological resilience in agriculture

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6th Paris Peace Forum, "Innovative seeds: Women as catalysts for agricultural resilience",



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On the 6th Paris Peace Forum, "Innovative seeds: Women as catalysts for agricultural resilience", Song Tingting, Vice President of Kuaishou Technology and Director of Corporate Social Responsibility, spoke on the theme "Women and Agriculture: Supporting Women in Strengthening the Resilience of Agriculture in the Context of the Food Crisis". She delved into the deeper logic of how new-age women are leveraging live short-form video platforms to digitize and bring disconnected sectors online, improving the underlying resilience and recovery capabilities of agriculture.

Song Tingting said that, guided by the philosophy of "embracing all kinds of life", Kuaishou aims to bridge the "attention gap" in the digital age. By using digital technology, the platform allows more people to express themselves, be recognized and strengthen connections between people, improving the feeling of success and happiness. Support for women in rural areas is a crucial initiative in this regard.

Overall, women's work is an indispensable element of rural communities and village economies. However, their contributions are often underestimated and overlooked. Addressing the challenges faced by women in rural areas will contribute to sustainable and inclusive rural development.

To achieve this, Kuaishou launched the "Happy Rural Leader" program in 2018. This program aims to discover outstanding content creators from rural areas who can promote beautiful landscapes and quality agricultural products, exploring innovative models for using short videos and broadcasting them live to stimulate rural revitalization. » Data shows that in the first half of 2023, 9,000 rural creators participated in Kuaishou's "Happy Village Leader" activities, with many outstanding female creators emerging from rural areas.

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To further discover rural talents and provide more opportunities for rural women to establish personal careers and boost regional development, Kuaishou, together with the China Women's Development Foundation, launched the "She Power Rural Revitalization Assistance Program" in 2022. Through training e-commerce talents, supporting women's employment and entrepreneurship in rural revitalization, the program aims to help rural women increase their income and contribute to local industrial development.

"No one should be ignored, especially the voices of rural women," said Song Tingting, emphasizing the importance of valuing and supporting rural women. Encouraging them to become promoters and builders of rural economic development will inject a unique "feminine" power into rural revitalization, and promote high-quality development of agriculture in the new era