

Standardization Promotes Sustainable Development in Rural Areas

Standardization Administration of the P.R.C.



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**Agricultural Standardization
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Standardization**

1. Agricultural Standardization Demonstration Zones

Developing agricultural standardization demonstration zones to improve comprehensive agricultural productivity.



Working Principle

- Select a project
- Forge a leader
- Richen an area
- Build a (standard) system
- Create a brand

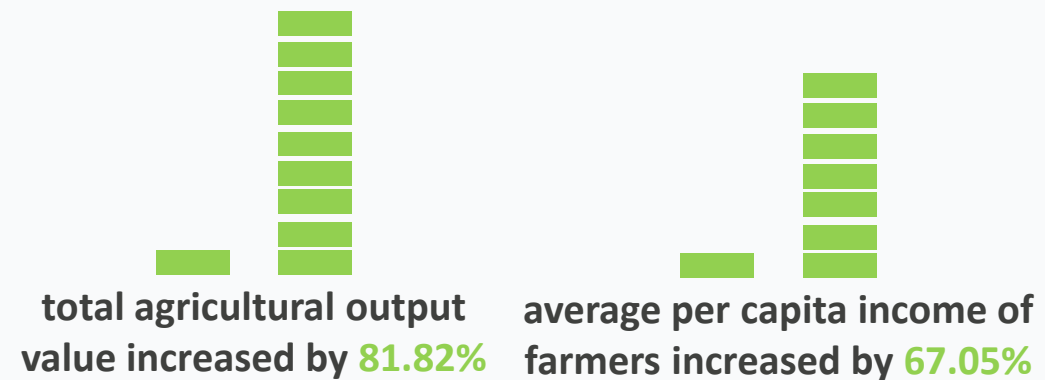
China first started agricultural standardization demonstration zones in **1995**.

> **4500**

national agricultural
standardization
demonstration zones

> **5700**

provincial agricultural
standardization
demonstration zones



**Economic growth brought by the first 7 batches
agricultural standardization demonstration**

1. Agricultural Standardization Demonstration Zones

Practices in Laos, Vietnam, and Cambodia, etc.



Oudomxay, Laos

Guangxi Jinsui Agricultural Group built agricultural standardization demonstration zone together with the local government in Oudomxay Province, Laos.

- Adopted a series of **Chinese standards**.
- Built an exclusive area for **banana agricultural cultivation** which is facilitated with the industrial chain related.
- Carried out **300 standardization trainings**.
- In 2015, the annual average income of the local farmers was **2,350 US dollars**.

2. Beautiful Village Standardization

Constructing beautiful village standardization to improve rural living environment

Definition of Beautiful Village

"scientific planning, well-off life, rural civilization, clean and tidy villages, democratic management, livable and sustainable development (including administrative villages and natural villages)"

——GB/T 32000-2015

Construction of Beautiful Village



Effects of Beautiful Village Construction



2. Beautiful Village Standardization

Practices in beautiful village standardization



Standardization Studies

Standardization pre-studies on five key areas of beautiful village have been conducted.



Standard Development

- Develop beautiful village national standards

In 2015, *Guidelines for the Construction of Beautiful Village* was officially issued

- Develop beautiful village standard sub-systems



Standardization Pilots

25

beautiful village standardization pilots in 2014

33

beautiful village standardization pilots in 2016

3. Targeted Poverty Alleviation Standardization

Standardization Improves the Quality and Effects of Targeted Poverty Alleviation.

- The problem of poverty has long plagued China

In 2013, there were about 100 million poor people in China. The Chinese government proposes that by 2020, the poverty-stricken rural population will be lifted out of poverty under current standards.

- Practice in Targeted Poverty Alleviation Standardization

Case Study

Shiyan city in Hubei province has greatly improved the accuracy of poverty identification by developing and implementing *Specification for Identifying Poverty Alleviation Objects*, a local standard. The accuracy of database information reaches more than 98%.



Shiyan, Hubei

3. Targeted Poverty Alleviation Standardization

Standardization serves as basic support and technical guidance.

Standardization System of Poverty Alleviation

The system covers key procedures of poverty alleviation.

Key Poverty Alleviation Standards

In 2018, the first four China national standards for poverty alleviation were officially issued.

Targeted Poverty Alleviation Technical Report

11 technical reports on photovoltaics, edible fungi, bee products, and Chinese herbal medicines, etc. have been developed so far.

Targeted Poverty Alleviation Standardization Pilot Projects

Now there are 28 targeted poverty alleviation standardization pilot projects in China and more than 10 big data poverty alleviation standardization pilot projects are planned.

Internationalization of Poverty Alleviation

We'll strengthen communications with other countries in using standardization to help reduce poverty, and actively participate in international activities for poverty reduction.



THANK YOU

Standardization Administration of the P.R.C.

