Q1: Respondent details
Name - 
Organization - CCTV-News China
Email Address - 
Phone Number - 

Q2: Country or Customs territory 
CHINA

Q3: Organization 
Private sector

Q4: Title of case story
E-commerce boosts China's rural economy

Q5: Case story focus 
E-commerce development and efforts to bridge the "digital divide".

Q6: Case story abstract
For decades, it's been the custom for people from rural China to go to big cities in search of better work and life opportunities. But now some have found a way to make real fortunes at home, by using e-commerce. So-called "taobao villages" have sprung up across China. Taobao is one of China's leading e-commerce platforms, and the term "Taobao village" refers to villages where the majority of their residents make a living through running online stores on Taobao.

Link to video:
https://www.youtube.com/watch?v=GhWG5H-osQ0

Q7: Who provided funding? 
Private sector

Q8: Project/Programme type 
Single country

Q9: Your text case story 
Respondent skipped this question

Q10: Lessons learnt 
Respondent skipped this question