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1 Guangcai programme is a social poverty-alleviation programme, initiated by 10 private entrepreneurs who intended to collaborate with *the 8-7 National Plan for Priority Poverty Reduction* in 1994. Guangcai programme's main participant is private enterprise, its object is poverty eradication, its working target area is poverty region, its aid target is vulnerable groups, its main method is project investment, its core of tenet is to combine profit with responsibility of contribution and the responsibility comes first, and the basic goal is joint development. China Society for Promotion of the Guangcai Programme (CSPGP), a national non-profit social group with a corporate status, was formally found on October, 1995, comprised of voluntary private entrepreneurs and business Chinese from mainland China and Hongkong, Macao, Taiwan and overseas. At present, CSPGP has more than 20,000 members.

2 CSPGP was granted the Special Consultative Status with the Economic and Social Council (ECOSOC) of the United Nations in October, 2000, and Special Observer Status of United Nations Conference on Trade and Development in October, 2003.

3 During the past 19 years, the development of Guangcai Programme, Chinese private entrepreneurs have made positive contribution to poverty reduction and further improvement of human right in China, guided by Guangcai spirit, which is owing wealth to the cause; becoming wealthy to keep progress; helping one in danger and donating to poverty; accomplishing success together; combining profit with responsibility of contribution; taking ethic as important as activity; keeping enterprise continuously developed and repaying back to the society. Hereafter is the brief description of the study and practice of Shanxi Rongmin Group, Cheezheng Tibetan Medicine Group and Suzhou Good-Ark Electronics Company Limited.

4 Adhere to for the purpose of poverty alleviation, Guangcai Programme guilds private entrepreneurs actively participate in poverty alleviation in China.

5 One good example is the practice of Shanxi Rongmin Group (Rongmin Group) participating in new rural construction.

6 Rongmin Group, founded in 1999, is a private enterprise engaged in real estate development, construction, road and bridge project, investment, culture and comprehensive agriculture development. In 2005, responding positively to the calls of state and CSPGP, Shi Guilu, the chairman of Rongmin Group, started to lead Rongmin Group assisted and extricated people from poverty who were in his hometown, Haizeliang village, Dingbian County, Yulin City, Shanxi Province. Rongmin Group made three five-year plans. It had spent more than 100 million yuan to help Haizeliang village during 7 years, including building 17.8 kilometers farm electric line, 21 kilometers road, 6 thousand water wells, 60 thousand Chinese acres irrigated farmland, transferring more than 100 agricultural varieties and planting patents, establishing a 100 Chinese acres high-quality pepper breeding basefarm and a 100 Chinese acres test demonstration base of fine variety and good cultivation measures, creating Yiding logo pepper brand and Yiding logo organic agricultural product brand, and helping villagers to found pepper trading association of Haizeliang, and to accomplish the formation of production, supply, sell one-stop sales system. Haizeliang Village used to be the poorest village in the county and have no electric power facilities, no water to irrigate, and no decent roads. These support measures have thoroughly shaken off local poverty and

underdevelopment. At the present, there are 2146 households and 8950 villagers. Villager's annual per capita income has increased from 300 yuan in year of 2000 to 41,000 yuan at the end of 2011. Every family has water, cable television, telephone and big house, and more than 90% of villagers drive car. Besides, every family uses agricultural vehicles and tractors, basicly realizing agricultural mechanicalise.

7 Nowadays, Haizeliang has been the main producing area of high-quality potato and pepper in China. The village has planted more than 50 thousand, 34 thousand and 8 thousand Chinese acres of potato, pepper and agriculture greenhouse respectively. During the harvest season, potato, pepper and other agricultural products are delivered by more than 100 vehicles everyday to the whole nation and products are sold in and abroad. Wang yangjun, a villager of Haizeliang, planted more than 80 Chinese acres potato, 30 Chinese acres peppers and 20 Chinese acres watermelon in year of 2011, which brought him more than 400 thousand yuan income. As the major agricultural production, potato, pepper and watermelon brought more than 400 million yuan income to villagers in 2012. It is believed that Haizeliang Village shall be a demonstrative town of material civilization, life civilization and spiritual civilization when the third five-year plan is achieved.

8 CSPGP suggested: (a) The competent authorities should provide prior aid of interests deduction and available subsidy, allowance to private enterprises who are participating in new rural construction, especially engaged in programs of aid match target underdeveloped villages, which are consistent with agriculture industry plan and/or with high-technology; (b) The state financial institution should provide finance support to medium and small private enterprises engaged in programs in collaboration with aid target villages, which are consistent with agriculture industry plan.

9 Guangcai Programme advocates and promotes environmental protection, and it guilds private enterprises pay attention to ecological civilization construction during the participation in poverty alleviation projects.

10 Taking Suzhou Good-Ark Electronics Company Limited (Good-Ark) is an example. Good-Ark is one of the most promising top ten manufactory companies in the integrated circuit and

discrete semiconductor industry in China. In 2011, Good-Ark entered into internet of things and new energy field. It acquired 100% interests of American Miradia Inc, and obtained more than 130 pieces of major patents technology on internet of things. Good-Ark has become one of the first group of companies which can realize commercial production of using liquid silver in the manufacture of Solar battery positive electrode.

11 Good-Ark advocates green operation and pushed a joint of operating function of green design, green purchase, green manufacture and green market. It pays attention to low energy and less material consumption during research and design period. Just taking a new product of MSMX development as an example, material utilizability raised by 45% and energy consumption as well as labor cost reduced by 90% and 75%, respectively.

12 Good-Ark promotes its employees to practice low-carbon activities. It led employees gain a healthy life while taking an effort to love our globe. It has provided free healthy low-carbon meal twice a week since March, 2010. It has already reduced more than 838 thousand kilograms carbon dioxides emission, which is equivalent to plant 10683 trees or a forest of 2 million square meters according to calculation of it has 2000 employees.

13 In order to create health and safety living condition and diet environment for its employees, Good-Ark chairman Mr. Wu Nianbo himself led employees to participate in building a happy farm, a happy forest, and a happy orchard. The new two vegetable greenhouses with an area of 23 Chinese acres are built in the happy farm, and more than 20 kinds of vegetables that employees like are planted in there. There are more than 600 trees in the happy forest and more than 200 loquat seedlings are strongly growing in the happy orchard. The wide use of environmental protection enzymes protects every piece of land, every tree and vegetable far away from pesticide and chemical fertilizer. The green food and high anion oxygen released by happy forest not only bring health to people in Good-Ark, but also send a green ecological homeland to the Earth. Every staff in Good-Ark knows the damage that used batteries bring to soil. So there is a battery exchange box in the front desk of Good-Ark. It has recycled 60 thousand used batteries by free trading 3 used batteries for a new one, at least protecting 60 thousand square meters land from the possibility of pollution.

14 As a member of city councilor, Mr. Wu Nianbo, the chairman of Good-Ark, expended a lot of effort to promote the development of Suzhou City. He led to propose a motion on strengthen management of preventing dust pollution. The motion was listed as Motion No.1 of Suzhou municipal government, and later Suzhou municipal government established a special management unit and proclaimed regulations on dust, which was of great significance for promoting air quality and people health in Suzhou City. It brought a better living environment to every person living in Suzhou City and has won a deep welcome from the mass.

15 Cheezheng Tibetan Medicine Group (Cheezheng Group) set up factory in Tibetan areas and provided jobs for the disabled.

16 Cheezheng Group employed a group of the local disabled people when it took part in Guangcai Programme and during the extension of drug factory in Nyingchi County, Xizang Autonomous Region in 1995. It greatly ignited those disabled's hope for life when they heard Cheezheng Group would accept them as employees. At the beginning, Cheezheng Group was worried about whether the disabled people could be competent for the modern production work or not. But when looking at pairs of eyes showing expect and hope, Cheezheng Group did not hesitate any more, and it could not let them disappointed.

17 During following few years, Cheezheng Group has consecutively employed three groups of the local minority disabled successively. The disabled have stable income and established their own family in Cheezheng Group. Kezhu and Zhuoma, both are staffs of Cheezheng Group, became the first couple in the factory who got married in 1995. The Cheezheng Group held a simple but grand wedding for them and helped them to set up a family. Learning about good life in Cheezheng Group, Cisang, a disable boy from Lhunzhub County, came to Nyingchi County asking for a job in Cheezheng Group. Being told there were no job positions at that time, he opened a billiard shop near the factory, running a small business while waiting for next opportunity. His persistence deeply touched Cheezheng Group and he finally became a member of Cheezheng Group. Every person was moved when Cisang told his story.

18 The disabled people are happy of Cheezheng Group providing jobs and stable income for

them. For someone's idea, it seems Cheezheng Group offered the disabled people a favor, but for Cheezheng Group it appreciates that it is the disabled employees who treat the company as their own family so that they give more contribution to the company. Therefore, Cheezheng Group feels a deep responsibility of concerning employee's life. In 2006, Cheezheng Group designed and built employee houses in Nyingchi County, and distributed houses among the disabled employees, providing them a further guaranteed life and opportunity to enjoy the happiness of living in the tourist resort. Nowadays, the disabled employees are the family breadwinner and have the dignity of life because of the Guangcai activities carried out by Cheezheng Group.

19 At the present, Cheezheng Group has 1376 employees. There are 18.7% of staffs who are ethnic minorities and major parts of them are Tibetan, among which are 54 disabled people. Cheezheng Group strengthens the effort in training multiethnic integrated elitist including Tibetan, Han, Hui, and Mengba ethnic groups. Cheezheng Group advocates Tibetan staffs to work in the Han region and staff of Han ethnic groups to work in the Zang region, and creates constantly good atmosphere for deep communication between staffs of different ethnic groups, from different areas and with different cultural background. As a result of integration and assimilation, staff's work become more effective and their life become more wonderful. At the same time, Cheezheng Group firmly rooted there because of the participation of local people.