

Collaboration And Symbiosis: An Analysis Of The Empowering Effect Of The Han-She Assistance Mechanism In She Ethnic Minority Villages On Common Prosperity And Solidarity

Jie Wang

College Of Teacher Education, Quzhou University, Quzhou, Zhejiang, China

Abstract:

Muchen She Ethnic Township is a minority township characterized by its rich She ethnic cultural heritage. This region has preserved an abundance of traditional She culture; however, as the process of modernization advances, She culture faces challenges in terms of inheritance and preservation. To address these challenges, the government has launched practical initiatives aimed at fostering ethnic unity, establishing and refining mechanisms for mutual assistance between Han and She communities in the township. By adopting a path of collaboration and coexistence, these efforts empower the community toward shared prosperity, enabling Muchen She Ethnic Township to achieve high-quality economic development and promote ethnic unity and progress. Under this series of supportive policies, Muchen She Ethnic Township has undergone tremendous transformation and achieved remarkable progress in many areas. Nevertheless, there is still considerable room for further improvement in certain aspects, requiring continued optimization. Against the backdrop of collaboration and coexistence, empowered by targeted policies, the cultural industry in Muchen will steadily thrive, and the goals of ethnic unity and shared prosperity will gradually be realized.

Keywords: *Muchen She Ethnic Township; Han-She Integration; Support Mechanism*

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Zhejiang Province's implementation of the rural revitalization strategy carries profound and far-reaching significance for both the province itself and rural development. It also serves as a cornerstone for advancing common prosperity. Against the backdrop of steadily promoting common prosperity and ethnic unity and progress, Muchen She Ethnic Township in Longyou County, Quzhou City, Zhejiang Province—a township with distinct She ethnic cultural characteristics—is one of the few minority ethnic townships in Zhejiang Province. Muchen continuously explores ways to foster collaboration and symbiosis between the She ethnic community and the Han Chinese population, and it has received great attention from the Zhejiang provincial government. Benefiting from Zhejiang's Han-She assistance mechanism, the township's development space continues to expand, making it a prime example for observing the empowering effects of the Han-She assistance mechanism on achieving common prosperity. Analyzing Muchen She Ethnic Township's practical model and

distinctive features can help identify optimal pathways for the transformation and upgrading of minority ethnic villages during the rural revitalization process, which holds strong practical relevance. Moreover, it can provide valuable eastern-region experience and lessons for rural revitalization efforts across China's ethnic minority areas.^[1]

I. Research Background And Significance

As the only ethnic township in Quzhou City, Longyou Muchen She Ethnic Township places ethnic unity as the paramount prerequisite for all endeavors. It is both essential and critical to promote the integration of Han and She peoples and achieve shared prosperity among ethnic groups. As a demonstration zone for common prosperity, Zhejiang Province shoulders an important mission of pioneering and experimenting in exploring high-quality development paths for ethnic minority regions.

Relevant departments of the Zhejiang Provincial Government also attach great importance to the development of Muchen She Ethnic Township. In terms of organizational support, the United Front Work Department has been assigned to assist Muchen She Ethnic Township and strengthen its ethnic affairs workforce. To ensure that ethnic affairs work is carried out effectively, Muchen has specially established a United Front Work Committee member and a full-time United Front Work officer, enabling better implementation of assistance policies—a configuration that is relatively rare in other townships. This clearly underscores the high level of attention Zhejiang Province is giving to the development of Muchen She Ethnic Township. In terms of governance, Muchen She Ethnic Township has set up a very special volunteer team called the “Pomegranate-Red Muchen Aunts Volunteer Service Team.” All members are local aunts from the village. Normally, they help promote ethnic policies and ethnic culture, assist with cleaning village sanitation, and encourage the use of Mandarin Chinese, thereby effectively fostering rural governance and ethnic unity.

Muchen She Ethnic Township continues to promote the exploration and preservation of its unique ethnic cultural heritage while integrating it into tangible settings. Relying on historical and cultural village projects, the township has created a vibrant atmosphere of ethnic culture along Muchen Old Street, establishing cultural venues such as the Red Folk Memory Museum and the Red-Blue Cultural Experience Center. The maker group “Miaopi Culture,” based in Muchen She Ethnic Township, has also developed immersive educational programs featuring ethnic customs, including the “Shanha Long Table Feast” and “She Ethnic Wedding Customs,” thereby fostering visitors’ deeper understanding and emotional connection with the ethnic culture. In addition, the township regularly organizes training sessions for cultural cadres led by inheritors of intangible cultural heritage, strengthening ethnic cultural identity and boosting cultural confidence. Moreover, the annual Ethnic Cultural Tourism Festival held on “March 3rd” effectively promotes exchanges and integration among various ethnic groups.^[2]In terms of common prosperity, Muchen has established the “Pomegranate Red Maker Alliance,” which has already brought in eight maker entities. By leasing village land and buildings and hiring local labor, this initiative has boosted villagers’ incomes. In 2024, the maker projects generated an additional income of 500,000 yuan for the village collective and increased villagers’ incomes by over 2.9 million yuan, significantly promoting the joint development of ethnic minority regions.

II. Analysis Of The Specific Manifestations And Achievements Of The Empowerment Effect Exploring a Co-prosperity Model of Industrial Interweaving

On the ancient street of Muchen, young maker Zheng Zhuorong and his team have created a She ethnic wedding customs experience center. They’ve transformed the traditionally static and monotonous display of cultural heritage into an immersive, participatory experience that deeply engages visitors and enhances their overall experience. Visitors can don She ethnic costumes and actively participate in various wedding rituals,

such as singing duets, setting up roadblocks, and sipping pagoda tea. In doing so, She ethnic traditional culture has shifted from being merely “watched” to becoming a “lived” experience, greatly boosting its appeal and fostering stronger consumer engagement. This approach achieves a deep integration of ethnic culture and the tourism industry.^[3]

Over the years, the United Front Work Department of the Zhejiang Provincial Party Committee has fully leveraged the advantages of the united front’s resources to facilitate and connect various parties for the economic and social development of Muchen She Ethnic Township in Longyou, providing support through industrial planning, financial assistance, and policy support to help the She ethnic township take on a new look. Longyou Muchen She Ethnic Township is located in the mountainous region of western Zhejiang and boasts abundant bamboo resources. Promoting forestry development to enrich the local people is the intrinsic driving force behind the township’s economic growth. Seizing this distinctive feature, the United Front Work Department of the Zhejiang Provincial Party Committee has focused on addressing the most pressing needs of the She ethnic community. First, it helped Muchen She Ethnic Township improve its infrastructure—including building roads in the high-altitude forest areas—thus resolving critical issues such as access to transportation and communication. As villagers who had gone out to work elsewhere saw their hometown steadily developing and becoming more beautiful, they chose to return home and once again take care of their bamboo forests and farmlands. As a result, their lives have been getting better and better.

The improvement of infrastructure and the enhancement of the development environment have also attracted young makers from across the country to gather in Muchen She Ethnic Township, Longyou, where they have established the “Shiliuhong” Maker Alliance. Currently, a total of eight young maker teams have moved in and begun operations, launching numerous high-quality projects in fields such as cultural creativity, outdoor activities, and sports. These initiatives have created over 100 new local jobs and generated economic benefits exceeding 14 million yuan.

Building a platform for solidarity through cultural integration

Since 2008, when the United Front Work Department of the Zhejiang Provincial Party Committee began pairing up to assist Longyou Muchen She Ethnic Township, it has firmly grasped the guiding principle of strengthening the sense of community among the Chinese nation. Starting with village planning, environmental governance, industrial development, and cultural revitalization, the department has written a heartwarming story of shared prosperity and concerted efforts in the new era—a tale of tremendous transformation in these mountainous villages. Over the past 17 years of paired assistance, the United Front Work Department of the Zhejiang Provincial Party Committee has continuously dispatched nine rural guidance teams, who have gone deep into the grassroots, stayed close to the people, and listened carefully to their voices. Tailoring a series of thoughtful assistance measures to the specific conditions of each assisted village, they have made significant contributions. The Qingfeng Village Hydropower Station project, the roads in the Shuangdai Forest Area, the Hailian Bridge over the Muchen Creek, and the “Affectionate Space” at Muchen Primary School—over the years, thanks to the joint efforts of united front work departments at the provincial, municipal, and county levels, 43 assistance projects and more than 20 million yuan in funding have steadily flowed into Muchen She Ethnic Township, bringing about a stunning transformation and renewal for this She ethnic community.

By transforming cultural resource advantages into strengths for cultural development, Longyou Muchen She Ethnic Township has adopted the guiding principle of “building a beautiful She ethnic township, highlighting ethnic characteristics, and developing distinctive tourism,” continuously enriching the cultural depth of its ethnic community. Around construction “National Pilot Program for Rural Revitalization of Ethnic Minorities” The United Front Work Department of the Zhejiang Provincial Committee has carefully planned

development strategies, vigorously attracted investment projects, and steadily advanced project construction, helping Longyou Muchen She Ethnic Township explore a unique development path in areas such as the inheritance and innovation of ethnic culture, the development of specialty industries, and grassroots rural governance. Leveraging the advantages of the united front's resources, Longyou Muchen She Ethnic Township has transformed its distinctive She ethnic characteristics into developmental momentum, achieving synergistic and integrated progress in ethnic unity and rural revitalization.^[4]

Cultivating Intrinsic Motivation through the Dual Support of Intelligence and Aspiration

In the practice of assistance in Muchen She Ethnic Township, both the United Front Work Department and the She ethnic township have come to a deep realization: if external resources are continuously invested without fostering internal willingness and motivation for development, the resulting developmental benefits will inevitably be short-lived and unsustainable. Therefore, Han-She assistance must be grounded in cultivating endogenous momentum through both intellectual and moral support, and innovation must be regarded as the primary driving force behind development.

Since setting up shop in Muchen She Ethnic Township, Longyou, the Miaopi Cultural Team has successfully opened seven cultural and tourism businesses in Muchen's old street, including the She Art Museum and "The Courtyard Waiting for the Wind," effectively attracting tourists from all over to visit and experience the area. At the "Pomegranate Red" Home in Muchen She Ethnic Township, company leader Zheng Zhuorong shared her entrepreneurial experiences with members of the Maker Alliance, inspiring new makers with fresh ideas for development. Xu Liangping, a member of the Alliance who has been deeply rooted in the township for years engaged in cultural dissemination, has personally witnessed the continuous growth and active involvement in rural culture. The team systematically integrates the history of this revolutionary old base area with She ethnic folk culture, launching distinctive cultural and tourism projects such as She clothing experiences, intangible cultural heritage wedding ceremonies, and long-table banquets. They are actively cultivating the regional public brand "Muse Qingchen" and developing a series of cultural and creative products, including intangible heritage tie-dyeing and She ethnic weaving.^[5] In the process of protecting and utilizing cultural resources, the township adheres to a balanced approach that emphasizes both inheritance and innovation. By establishing the Red Folk Memory Museum and the Red-Blue Cultural Experience Center, it has introduced folk craft experiences such as red rubbings and indigo-dyeing handicrafts, effectively transforming its red heritage into industrial advantages and promoting a contemporary revival of revolutionary history and traditional culture.

The township government consciously promotes the entrepreneurial stories of young makers such as Zheng Zhuorong and Zhang Jie, making success visible and tangible. By adopting the approach of "people around us sharing stories about people around us, and using these stories to inspire those around us," this strategy can greatly boost villagers' determination to believe: "If they can do it, so can I!"—creating a "spiritual lighthouse" effect. Through innovative organization of festivals like the "March 3rd" celebration, the She ethnic group—especially the younger generation—can witness firsthand that their own culture not only can be preserved but also has become a highly sought-after asset for generating economic value and attracting widespread attention from the outside world. This approach significantly enhances local residents' ethnic pride and cultural confidence, inspiring them from the heart to stay in and build their hometown.^[6]

III. Existing Problems And Challenges

The industrial structure is single and weak, villagers have low and unstable disposable incomes, and the resident population is severely aging and experiencing hollowing-out. A series of issues—such as chaotic

and uncontrolled development, lack of proper management, rich cultural heritage yet invisibility—represent the common realities faced by remote rural areas in Zhejiang.

Economic development aspect

Currently, Muchen She Ethnic Township has a relatively single industrial structure dominated by agriculture and rural tourism. Its cultural and tourism development lacks depth, it lacks diversified economic support, and its overall risk resilience is relatively weak, making it vulnerable to fluctuations in any single industry. The existing industrial chain is still incomplete, with insufficient upstream and downstream supporting facilities, which hinders the growth of product added value, makes it difficult to enhance market competitiveness, and obstructs further scaling up of the industry, thereby trapping economic development in a bottleneck. Moreover, most industrial projects and cultural activities initially rely on government funding, policy support, or assistance from paired organizations; they have yet to establish a fully developed, self-sustaining, and sustainable development mechanism.

In terms of human resources

In Muchen She Ethnic Township, high-tech talent remains in short supply. The township is predominantly populated by middle-aged and elderly workers, and there is also a shortage of qualified administrative personnel. Although the “Shiliuhong” Youth Maker Alliance has attracted some young people to return home and start businesses under policy guidance, due to its remote location and insufficient economic development, Muchen She Ethnic Township continues to face severe challenges in both inadequate talent reserves and significant brain drain. This talent shortage further hampers the region’s ability to enhance its innovation capacity and unlock its development potential, becoming a major obstacle to promoting high-quality development in ethnic minority areas.

Social Governance and Ethnic Unity

The rapid economic and social development, coupled with intensified population mobility, has brought new challenges to social governance in Muchen She Ethnic Township—particularly in the management of incoming populations and the maintenance of community order. Moreover, differences in daily habits and cultural practices between the Han and She peoples can also lead to certain cultural clashes. As a multi-ethnic settlement, efforts to foster ethnic unity become even more critical against the backdrop of coexisting cultural differences and diverse interest demands. However, these efforts also face practical difficulties, such as the great complexity of coordination and the slow pace of integration.

IV. Optimization Paths And Policy Recommendations

To promote diversified industrial development, we should leverage our favorable ecological environment to foster health-and-wellness tourism, nature-based education, and study-travel programs, thereby building a diversified industrial system and enhancing the economy’s resilience to risks. At the same time, we can extend the industrial chain and increase the added value of our products by actively expanding upstream and downstream into sectors related to specialty agricultural products such as bamboo shoots and coix seeds.^[7]In the upstream sector, emphasizing technological innovation allows for collaboration with research institutions to develop high-quality seed resources and enhance cultivation techniques and standards. In the midstream sector, the focus is on developing refined...In terms of processing, we can also develop products such as coix seed essential oil, health supplements, and leisure foods. At the downstream stage, we will focus on brand marketing and market expansion, leveraging new media platforms like e-commerce livestreaming to build a highly

recognizable brand, thereby comprehensively enhancing product added value and market competitiveness.

Moreover, we can leverage traditional festive events as vehicles for cultural dissemination—for instance, during culturally rich festivals such as the “March 3rd Festival” and the Lantern Festival. While preserving the core elements of our national culture, we can organically integrate contemporary expressive forms that resonate with the aesthetic preferences of younger generations. For example, this year’s Ethnic Wind Music Festival held during the “March 3rd Festival” was a highly successful exploration that effectively showcased to young audiences the innovative vitality and fashion potential of traditional culture in today’s context. At the same time, we should actively harness the communication advantages of new media platforms, encouraging various stakeholders—including rural innovators, grassroots officials, and villagers—to use short videos, live streaming, and other formats to present, from multiple angles, the folk customs and natural landscapes of the Muchen region, such as the visually striking wedding ceremonies of the She ethnic group. As the visibility of these contents and public interest continue to grow, it will help attract more young people to experience these traditions firsthand, actively participate in them, and spontaneously spread the word—thereby establishing a virtuous cycle of cultural preservation and promotion.^[8]

To attract high-tech or administrative talent, we can participate in bidding for university projects and invite student teams to conduct field research, thereby generating more ideas and insights for the development of Muchen She Ethnic Township and increasing public awareness of the township. We can also offer competitive salaries and relevant policy support, while providing young entrepreneurs with professional guidance to reduce the likelihood of business failure. Furthermore, we can collaborate with vocational schools and universities to provide targeted training for specialized talent, attracting and supporting local college students, veterans, and migrant workers who have been employed or engaged in business to return home and start their own ventures or find employment.

Regarding social governance and ethnic unity, we must strengthen the management of grassroots organizations and give full play to the leading role of grassroots Party organizations. Promoting ethnic unity can also be achieved through activities such as pairing Han and She families, celebrating traditional festivals together, sharing specialty cuisines, and learning each other’s languages and customs—thus fostering interactions that move from “spatial proximity” to “psychological closeness.” The Han-She assistance mechanism is another effective way to promote ethnic unity, enabling people in ethnic minority regions to feel a sense of belonging and being valued, and thereby solidifying the consciousness of a community with a shared future for the Chinese nation.^[9]

V. Conclusion And Outlook

Currently, China’s ethnic policies are undergoing a major transformation—from “blood-transfusion-style” assistance to “hematopoiesis-style” assistance. The assistance received by Muchen She Ethnic Township has also shifted from purely material aid to a comprehensive approach that includes ideological guidance, industrial promotion, and cultural empowerment.

With the support of relevant departments and policies from the Zhejiang Provincial Government, Muchen She Ethnic Township has accumulated numerous replicable and scalable experiences and practices in its pursuit of common prosperity. The development of Muchen She Ethnic Township serves as a valuable reference for other ethnic minority regions seeking to integrate culture and tourism. We believe that in the future, more scholars and industry professionals will pay attention to the research field of the organic integration between cultural and tourism industries in ethnic minority areas, thereby further promoting cultural prosperity and economic development in these regions. Against the backdrop of the nation’s strong emphasis on rural revitalization and common prosperity in ethnic minority areas, Longyou Muchen She Ethnic Township has

firmly focused on its development theme and set forth the overarching goal of “Revitalizing the She Ethnic Township and Achieving Common Prosperity.” As a result, it has been awarded the honorific title of “National Pilot Zone for Ethnic Minority Rural Revitalization.” Looking ahead, Muchen She Ethnic Township will implement its future development by adhering to four key principles—project construction, ecological transformation, cultural heritage preservation, and improvement of people’s livelihoods—and will fully leverage its resources to serve as a national pilot zone for ethnic minority rural revitalization ^[10].^[10]

In the current process of developing She ethnic minority villages, efforts have already been made to protect, restore, and pass on the material aspects of She culture. However, greater support is still needed for intangible cultural elements such as the She language, She folk songs and dances, She medicinal practices, She traditional clothing, colorful ribbons, customs and traditions, and traditional sports. New approaches and methods for protection and inheritance. At the same time, we must grasp the pulse of the times, absorb other outstanding cultures during the development process, and promote both the inheritance and innovation of our ethnic cultures. Only by consistently placing the protection and inheritance of minority ethnic cultures at the core and maintaining the vitality and creativity of our ethnic cultural development can we effectively enhance the brand influence and awareness of minority ethnic regions^[11].

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