

Project Summary



Tibet Development and Poverty Alleviation Programme

The Challenge

Development indicators in Tibet Autonomous Region (TAR) continue to rise steadily as the economy grows and average incomes rise. However, the region still lags clearly behind other areas of China in terms of human development. The potential sources of economic growth are limited by the harsh conditions, few resources and insufficient infrastructure of the plateau. Meanwhile, the growth that does take place is concentrated on cities and yields little benefit to many ethnic Tibetans, most of whom live in rural areas and lack skills relative to migrants from other parts of China.

Meanwhile, the cultural wealth of Tibet is one of the world's richest and most celebrated, with great potential to generate jobs and incomes. However, much of that potential goes unfulfilled due to constraints in awareness, planning and capacity in both private and public sector. Local Tibetans have not fully benefited from their natural and cultural resources, while old age of Master Artisans, pressures of modernisation and rising tourism all pose severe challenges to cultural treasures as well as the natural environment.

The Response

The *Tibet Development and Poverty Alleviation Programme* aims to simultaneously reduce poverty and protect traditional cultural expressions by leveraging cultural resources to develop livelihoods. It will show the strong link between cultural protection and economic development through handicrafts, sustainable tourism and trade.

The programme will work on building capacity, improving planning and raising awareness as well as piloting concrete models for pro-poor development at the community level. While aiming to strengthen the local private sector, it will emphasize linkages between sectors and coordination of government management, and help create overall development strategies that are effective and sustainable.

Expected Activities

Alongside piloting of community based rural tourism models, the programme will build vocational training capacity for tourism professionals to strengthen service skills and cultural knowledge in the local industry.

In order to help protect and reinvigorate the challenged Old City of Lhasa, the programme will help to institute a government protection scheme and support integrated planning techniques for the city. The traditional handicrafts industry will be strengthened by creating supportive institutions and networks, establishing an official seal for authentic Tibetan handicrafts and piloting

new models for business that also record and disseminate traditional skills.

A Lhasa handicrafts Emporium and a Tourism Resource Centre will be established and joined into one living cultural space,

combining art exhibits and workshops with sales and information services.

Digital solutions will be used to merge commercial and cultural information into an integrated system, to reinforce the linkages for users accessing it with different aims and perspectives. This is expected to strengthen commerce by endowing products with higher cultural content as well as providing an accessible source of knowledge, awareness and interest for the unique Tibetan culture.

Combined, it is hoped that these efforts will not only protect the unique cultural expressions of Tibet but also revitalise their use and provide a sustainable source of employment and poverty reduction.



联合国开发计划署
驻华代表处



At A Glance

Start Date: July 2006
End Date: June 2010

Implementing Partner(s): China International Centre for Economic and Technical Exchange (CICETE)
Cooperating Agency: Department of Commerce, TAR
Project ID: 00047091

UNDAF: Outcome 1 – Social and economic policies are developed & improved

Outcome 3 – More efficient management of natural resources

MDG: Goal 1 – Eradicate extreme poverty and hunger

Goal 7 – Ensure environmental sustainability

CPAP output:

Output 1.3 Improved tax legislation and strengthened capacities in tax administration enable the development of pro-poor initiatives

Output 1.4 Poverty reduction approach piloted on target population

Website: www.undp.org.cn

Total Budget:	US\$	6,000,000
UNDP:	US\$	2,000,000
TAR:	US\$	1,000,000
To be mobilized:	US\$	3,000,000

Project location(s): Tibet

To contribute to this initiative, or to find out more about the programme, please visit our website or contact Ms. Pei Hongye, Programme Manager at (86-10) 8532 0753 or hongye.pei@undp.org