如果我离开农村

If I abandon my hometown,

那我的初心和我的本质就全都变了

it will betray my aspiration and who I am.

我所有的努力

Everything I did,

不是为了逃离我的家乡

I did them not to run away from here,

而是为了让我的家乡可以脱离贫困

but to help lift my hometown out of poverty.

如今的“湘妹心宝”

Nowadays, Xiangmei Xinbao is a

是在全网拥有百万粉丝的农村网红主播

rural livestreamer with millions of followers

然而就在几年前

However, just a few years ago,

她还是一名犹豫是否返乡的外出务工人员

Xinbao was a migrant worker contemplating

她还是一名犹豫是否返乡的外出务工人员

her return to her hometown.

对于一个好不容易从农村打拼到城市的姑娘

As a young girl who had come a long way

对于一个好不容易从农村打拼到城市的姑娘

from a small village to a big city,

她又怀揣着怎样的目标

what prompted her to wave goodbye

决定从繁华的都市返回乡村呢

to the urban life and return to the countryside?

我们带着这样的问题

With this question in mind,

来到了湖南省新化县维山乡

we traveled to Weishan village

来到了湖南省新化县维山乡

in Xinhua county, Hunan.

这个是我们的一个培训基地

This is our training academy.

在这里主要是实操

Trainees can get hands-on experience here.

这个是我们的一个创作室

This is our creative studio.

他们在这里用电脑来剪辑视频

Our videos will be edited here.

然后这边呢

Coincidentally,

今天我们刚好有些学员在这里参与直播

some trainees are live streaming right now.

我们进来看一下

How about taking a look?

可以

Sure thing!

这边

This way, please.

那么刚刚打开直播间

For those who have just joined us

刚刚上线的时候

in our live streaming...

再放个7到8天

After 7 or 8 days since we opened the jar,

可以看到 它里面豆腐乳

the fermented bean curd is still great.

你再给观众看一下

Show our audience a close-up.

就说我们现在

Currently, we...

就是在前几年吧

Several years ago,

大概就是2018年那个时候 年底我回来的

I returned to my hometown around the end of 2018.

因为我是从小我爷爷奶奶把我带大的

Since I grew up with my grandparents,

所以我想着我要在新化县城找个就近一点的工作

I wanted to find a job closer to home in town

然后有更多的时间可以陪我奶奶

so I can spend more time with my grandparents.

于是就这样回来了

That's why I came back.

但是回来之后呢

But after I returned,

有很长一段时间特别迷茫

I felt lost for a while.

因为在我们县城 其实它不是很大

Because our town is not quite big

工作的种类也不多

without many job options.

而且我又没有任何的一个特长

And I wasn't specialized in any craft,

也不知道要做什么工作

so I didn't know what work would suit me.

他就给我提议说

My cousin suggested,

心宝 你别出去找工作了

"How about quit looking elsewhere

你就在家里吧

and settling at home?

我们来拍抖音 拍短视频

We can make some short videos and post on Douyin."

我们俩在一个机缘巧合之下

So we stumbled upon new media

才开始接触新媒体

by chance.

我完全是真的土生土长的农村人

I was born and raised in the countryside.

而我哥他也是没有没有经过专业的摄影培训的

And my cousin wasn't a professional photographer.

然后对于我哥来说

But for him,

他是有那种不服输的精神

he would not give up easily.

对于任何的新鲜事物他都会去学

He's open to learning new skills.

对于心宝而言

For Xinbao,

表哥绝对可以称得上是她的引路人

her cousin is also her mentor.

这一对70后和90后兄妹日以继夜的努力和摸索

This duo who are in their 40s and 20s

这一对70后和90后兄妹日以继夜的努力和摸索

poured their heart and soul

让“湘妹心宝”这个账号慢慢打出了名堂

into building and growing their account,

让“湘妹心宝”这个账号慢慢打出了名堂

Xiangmei Xinbao.

在我们脱贫之前

Before we managed to support ourselves,

真的我们见过太多的农民

we had seen so many kind-hearted

他们善良淳朴

and simple villagers.

然后呢

In fact,

他们也愿意去干

they were ready to do whatever it took

就是东西卖不出去

but they struggled to sell their produce.

如果说能够卖出去

If there was a way to help them

他种的什么土豆 萝卜

turn their potatoes, carrots

这些农产品它能够变成钱

and other produce into profits,

他们是很愿意去干的

they were willing to give it a go.

所以就是面临这个销售问题

So they were stuck on how to sell.

我觉得

I believe that

这人呐

we should be grateful

也要知足

and not too greedy.

如果自己生活改善了

Once our life has been improved,

你追求的太多

we shouldn't keep asking for more and more.

这不是我和心宝的想法

That goes against my and Xinbao's values.

我首先觉得我们

Most importantly, we strive to

是要做一个有价值的人

contribute to the community.

帮助别人

Helping others

就是帮助自己

is also helping ourselves.

我的想法是

Here's how I see it —

我一个人的力量是有限的

I can only do so much myself.

那我如果能够带动更多的人来做新媒体

If I can encourage more villagers

那我如果能够带动更多的人来做新媒体

to create social media content,

然后就会有更多的人把农产品推广出去

we will have more helping hands

然后就会有更多的人把农产品推广出去

in promoting our produce.

是不是

In that case,

那我要带人

I need to create training programs

我要带徒弟

and teach them how I did it.

但是我之前拍视频呢

However, my videos weren't shooting

不是固定在一个地方

in one place only.

我是在我们新化县的各个村都去拍

I visited many villages within our county

去记录一些那种原始的农耕劳制的那些东西

to document traditional farming and handcrafting.

希望他们可以趴在我的肩膀上

I hope they can learn from my previous experience

可以走得更远更高

and do even better.

就这样 心宝和表哥怀揣着相同的理想

With the same goal in mind,

用直播赚来的所有钱

the duo built a rural live streaming academy

投资了一座乡村直播基地

with earnings from their live streaming.

在他们的影响下

Inspired by their story,

维山乡不仅越来越多的人开始熟练使用新媒体

more and more villagers became

维山乡不仅越来越多的人开始熟练使用新媒体

skillful content creators.

更重要的是

More than that,

年轻的欢笑声重新出现在这片田野山间

hearty laughter once again brightens up

年轻的欢笑声重新出现在这片田野山间

the luscious field.

嗨 火龙果王子

Hi, Prince Dragon Fruit.

心宝你好

Good to see you, Xinbao!

我是2018年的无意之中刷到心宝的一个视频

I came across Xinbao's video in 2018

那时候真的我觉得蛮好笑的

and found it quite interesting.

我想这不是在维山拍的吗

Suddenly, I realized it was shot right here

我想这不是在维山拍的吗

in Weishan.

就这样开始慢慢地关注（她）了

So I began following her.

有了心宝拍那个短视频以后

Thanks to Xinbao who featured us in her video,

我们的鸭子我们（原本）在本地销售不了那么多的

before that, we were struggling to sell our ducks

这个没过节 没过年的话

since people were just buying one at a time

别人买的话 都是一只一只的买

if it wasn't the holiday season,

销售很困难

so we weren't selling as much.

心宝拍了这个视频以后

After she made this video for us,

我们就拉到外面去了

we can now take more ducks outside

就是过节的时候

for sales to the downtown area,

新化县城

especially during the holidays.

也许以后我流量不多了

Should I become "less famous" later on,

我没办法直播带货

I may not sell as much through live streaming.

但是当我把这个技能教会他们之后

But if I can share this skill with more locals,

他们自己就可以把自己家里种植

they can then sell whatever they plant

和养殖的东西给卖出去

or raise on their own.

在心宝儿时的回忆中

Speaking of childhood memories,

每年最开心的时候

Xinbao recalls her happiest moments

莫过于跟奶奶一起赶集

were the visit to the market with her granny

以及年二十九父母返乡的时刻

and her parents' return on Chinese New Year's Eve.

留守儿童的经历让心宝早早养成了坚韧的性格

Growing up as a left-behind child has made Xinbao

留守儿童的经历让心宝早早养成了坚韧的性格

persevering since young.

同时这段经历也在未来

Meanwhile, her experience also drives her

成为了心宝努力改变的方向

to change the situation.

还是小时候

When I was little,

每次我们都很期盼着赶集

I was always looking forward to

每次我们都很期盼着赶集

going to the market.

在农村 你要买东西

Here in my village, if you wanted to buy something,

唯一的地方就是去集市上面

you had to go to the market.

就那一天 都会早早地起来

So on that day, I would get up very early

然后就是去黏着我奶奶

and beg my grandma to take me

让她带我去集市上

with her to the market.

虽然我可能不需要买什么东西

I probably didn't need to

可能我也没有钱去买很多东西

or couldn't afford to buy much,

但是我就是想去看那个热闹的场合

but I wanted to be a part of the hustle and bustle,

去感受那种人和人之间

to witness the haggling

在进行买卖交易

between the buyer and the seller

然后各有所需的那个场景

over whatever they needed.

印象特别深刻

I remember that scene so vividly.

现在其实在村里面

Currently, in the rural area,

还有一个普遍的现象

it is quite common that

没有什么年轻人

you can't find any young people.

基本上年轻人全部都外出打工了

All of them have gone somewhere else

基本上年轻人全部都外出打工了

to make a living.

可以说90后的就我一个人

I'm the only Millenial in my village.

所以我留在农村

So by settling here in my hometown,

我也是希望我能树立起一个这样的好榜样

I hope I can set a positive example.

其实在农村发展的机会也是非常多

In fact, you can find plenty of opportunities

其实在农村发展的机会也是非常多

to thrive in the countryside.

所以我也希望能够在我的影响下

So I hope my story could inspire

可以带动更多的年轻人

and encourage more young people

可以回家乡来创业或者就业都可以

to come back and start their own businesses

可以回家乡来创业或者就业都可以

or look for jobs.

在农村

Believe that in the countryside,

也是可以做出闯出一番属于自己的天地

you can also make something out of yourself.

同时就是你在改善自己家里条件的时候

While you help your family live a better life,

也可以为我们的这个乡村

you're also contributing to the thriving

为家乡做一定的贡献

of your hometown.

你不会说

It's okay

你想什么你就说出来

if you don't know what to say.

我来翻译嘛

I can help you.

那我就问你

How about I ask and you answer —

就我回来 在家里做这个事情

now that I'm back home doing what I do

有更多时间陪你

and spending more time with you,

你开不开心

how do you feel about it?

就是你开心吗

Does it make you happy

你孙女现在是上过各个电视台的

knowing that your granddaughter was featured on TV

还去过北京的

and went to Beijing

还领过奖 开心吗

to receive rewards?

最开心了

I'm more than happy!

最开心的

So that makes you very happy.

我是你自豪的孙女吗

Are you proud of me?

唉 是我最好的孙女

Of course, you're the best granddaughter!

对 就我奶奶他们不知道用什么语言来表达

My granny may not know how to express it,

但是她内心是最开心 最高兴的

but she is very happy.

其实我现在的初衷呢

My goal has changed

在原来的基础上面更加扩大了

to go beyond just trying to

之前只是为了我们自己一个小家

support my family

现在我是为了所有的大家庭

to help more families.

希望我卖的货越多

Maybe the more I can sell through live streaming,

那么留在农村就业和创业的人也越多

more people would be convinced to return

那么留在农村就业和创业的人也越多

to the rural areas and make a living there.

这样的话

In that way,

像我小时候那样的留守儿童就会越来越少

fewer kids will be left behind.

像以前

Unlike before,

因为家里条件不好原因的影响

my parents had no choice but to go out

所以我爸妈他们是必须要去外面务工

and work elsewhere to make ends meet.

然后在我印象里面比较深刻的是

I remember quite clearly that when I was little,

每年春节过后

my parents only came back once a year

他们一年才回来一次

during the Chinese New Year.

过年之前就可能是大年三十 二十九回来

They may return a day before that

过完年之后可能正月初二就要出去了

and leave again a few days after.

印象特别深刻的是

I still have this image in my head —

他们会留给我一个背影

they each would carry a full sack of necessities

而且是两个人 一人扛一麻袋衣服

with their backs fading away.

然后我可能会站在那种

I would stand

比较高的山坡上面看着他们

on the top of a hill and see them off.

就那种给我的感觉是特别的落魄

I felt very lonely at that moment,

就是希望我长大以后一定要有能力

secretly wishing that I could make a change

就是希望我长大以后一定要有能力

when I grew up

希望他们可以不用为了生计而去外面打工

so they wouldn't have to leave me again

希望他们可以不用为了生计而去外面打工

to support our family.

所以现在我所做的这些事情

So much of what I'm doing right now

很多也是受以前小时候的影响

is influenced by my upbringing.

我希望可以在我的能力和努力之下

I hope I can make a difference

可以做得更好

by doing more within my capability

然后像我小时候那样的留守儿童可以越来越少

so fewer children will be left behind

然后像我小时候那样的留守儿童可以越来越少

unlike what I went through.

对于很多人而言

For many people,

短视频和网络直播可能意味着

short videos and live streaming might just be

新鲜的娱乐消遣方式

a novel way to kill time.

但对于心宝这样的新农人来说

But for next-generation villagers like Xinbao,

这意味着离乡不再是发展的唯一选择

it means leaving your hometown won't be

这意味着离乡不再是发展的唯一选择

the only way to survive,

意味着留住这片泥土里的记忆不再是奢望

creating more earthy memories won't be a luxury,

意味着留给家人的不再是背影

and your receding figure won't be the last sight

意味着留给家人的不再是背影

of your kids.

农村这个地方

Some people are trying everything

有人拼尽全力想离开

to run away from the countryside

也有人不顾一切想归来

while others are doing everything to come back.

那现在很多的农业

A lot of farmers

它是需要借助新媒体的这个力量来帮助他们

need the help of new media

在这个平台上面把他们所种植的一些东西

to get the words out

给推广出去的

on different platforms.

同时我留在农村

Besides personal reasons,

其实也是为了给更多的年轻人

I also want to inspire more young people

给他们树立一个榜样

by putting down my roots here.

就是你们看 就我一个90后女孩子

I want to show them that even as a young girl

就是你们看 就我一个90后女孩子

in her 20s,

没有任何的背景

I can make it here

我在农村我都可以扎下根来

without any connection

我也可以把我的爱好当做我的实验

and turn my hobby into an attempt

去做得很好

to successfully make a living.

所以我也希望能够在我的这个影响下

I hope that my story can

可以带动更多的年轻人

motivate more young people

可以回家乡来创业或者就业都可以

to return, whether as an entrepreneur

可以回家乡来创业或者就业都可以

or a job seeker.

心宝是如今农村年轻一辈的小小缩影

Xinbao reflects the lives of today's

心宝是如今农村年轻一辈的小小缩影

young rural generation.

每一个年轻人在他们所处的时代里

Every one of them is answering

每一个年轻人在他们所处的时代里

the call of the times

都会有他们对这片土地的回应

by giving back to the place that raised them

尽管荆棘丛生

despite all the challenges.

所以我还是很满意现在的乡村状态

I'm happy with how villages are these days.

千万不要把农村变成城市化了

I hate to see my village being turned into

千万不要把农村变成城市化了

another modern city

全部都变成钢筋水泥

with concrete jungles

把树都砍了

and skyscrapers

变成高楼大厦

replacing lush trees.

那我就觉得会很遗憾

That would be a pity.

春天是什么

What does spring look like?

全面实施乡村振兴后

After the rural revitalization strategy

全面实施乡村振兴后

is implemented,

每片土地都有他们的答案

every village will paint a unique picture

每片土地都有他们的答案

as an answer.

而这一代年轻人的拼搏才刚开始

The baton has just been passed

而这一代年轻人的拼搏才刚开始

to the next generation.

也许这就是少年敢当的模样

Young as they are, they dare to lead the charge.