

Taobao/Alibaba's Barrier-Free Entrepreneurship Plan — E-Commerce Livelihoods for Disabled Merchants

Digital Inclusion · Good practice · China

Quality score: 92/100

Evidence strength: Observational / pre–post

Summary

Alibaba's Taobao and the China Disabled Persons' Federation have backed disability-led online shops since the early 2010s. A 2019 joint report counted 174,000 disabled Taobao merchants, but a 2013 survey found only 17% saw higher income, despite gains in life satisfaction.

Key dimensions

Dimension	Score
Innovation level	3/5
Sustainability (ongoing)	1/1
Evaluation evidence	1/1
Demonstrated reach	1/1
Documented learning	1/1

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-09-16

[Alibaba Group / China Disabled Persons' Federation](#) — accessed 2026-09-16

[Stanford Social Innovation Review: Taking Steps Toward Disability Inclusion in China](#) — accessed 2026-09-16

[China Daily: E-commerce creates more jobs for the disabled](#) — accessed 2026-09-16

[Alizila: For Disabled Chinese, E-commerce Offers a Chance to Forge a Career](#) — accessed 2026-09-16

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