Guangzhou Rural Social Service Management Innovation Research

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ABSTRACT: The innovation of social service management is a major move to implement the national strategy and the report spirit of the 18th National Congress of the Communist Party of China. Since China’s reform and opening up, Guangzhou’s economic and social development on the county-rural level had made great achievement. Industrialization and urbanization level enhance unceasingly. Fundamental changes have taken place in the rural population structure and population scale. Various social contradictions and social problems in rural areas become more and more serious and the demand for social service management is in urgency. Therefore, the management innovation is particularly necessary.

KEYWORDS: Guangzhou; Social service management; Innovation.

1. INTRODUCTION

Social management is a complex system, is essentially to the management and service of people, is closely related to people's vital interests. Rural social service management refers to all levels of government, rural social self-government organizations and other social organizations to safeguard social justice and social order and social stability of rural and rural sustainable development, solve rural social contradictions, safeguard farmers' lawful rights and interests, develop rural education and public health and other aspects of the comprehensive service management activities.

2. THE INNOVATION OF THE RURAL SOCIAL SERVICE MANAGEMENT IN GUANGZHOU

2.1 Innovation of rural social service management practice and its main results

Play the role of social organizations, the most widely mobilize the public to participate in social construction and social management, achieve decision-making collusion, development, construction development, achievement sharing, to achieve scientific development, achieved the best interests of the broad masses.

2.1.1 Promote grassroots governance according to law

To develop the social work services in Guangzhou city ordinance, introduced the Guangzhou social work service quality standard and other supporting policy documents, improve and standardize the government to buy social work services in each process step, to further promote the city social work standardization, specialization, professionalization development. Strengthen and perfect the government purchase social work services in supervision and assessment work, establish and improve the quality of service oriented scientific standard, professional standard system of comprehensive evaluation.

2.1.2 Innovations in the grass-roots governance

Establish the guidance on the rural residents' council, platform construction of procedure democracy at the grassroots level negotiations, widen the channel of the rural residents’ democratic participation grassroots governance. Promotion “democratic deliberation, one project one discussion” villager autonomy mode, to achieve “one village (community) a legal adviser”, improve the village affairs, and realize the village public standard, village public service a complete coverage of 100%.

2.1.3 Innovation of rural social service mode

In recent years, Guangzhou actively explore a new approach is suitable for the overall rural reform development in Guangzhou, the rural social management system reform has achieved initial success, the emergence of many governance model innovation typical cases.

2.1.4 Government service sinks to the countryside, people around you
The government service sinks into the village level. Almost coverage has farm house, cultural square, green and other facilities, the village health posts, the village set up community service stations, free agency of family planning service for the populace, the villagers' land for building, cooperative medical compensation, registration and other relevant affairs of social endowment insurance, make the villagers never out of the village can enjoy the public services.

2.1.5 Proper disposal of all kinds of emergencies
Improve the emergency management system, and properly handle all kinds of emergencies, overall harmonious and stable society. Strengthen to Guangzhou personnel service management, to carry out the rental special projects, renovation “accommodation” 26600 sets, complete integral household 16500 people. To materialize, deepen the safe construction of Guangzhou.

3. COUNTERMEASURES RESEARCH ON GUANGZHOU INNOVATION OF RURAL SOCIAL SERVICE MANAGEMENT

In the face of a growing number of social contradictions, the problem such as farmers appeal, around the innovation management mode, set up the mechanism of stability, strengthening standardization management, improve the prevention and control system, etc., effectively integrate social management strength, stimulate the vitality of society to the greatest extent, maximize reduce disharmonious factors, improve the ability and level of social management.

3.1 Innovation of government service management system, and earnestly safeguard farmers' interests
Build a service-oriented government, set up to serve the increasingly diversified public demand as the guidance of the new governance model, and efficient, clean, transparent and effective government guidance.

1. Give full play to the rural social management functions of the government at all levels. At the district level, by promoting perfect administrative service center, focus on the problem of good ties with the masses. In the town (street) level, improve the administrative efficiency, the key to solve problem convenient to the masses. At the rural level, through the establishment of network management system, focus on the problem of good services of the villagers.

2. The tentacles service farmers and communities by district town extend to the countryside. To speed up transformation of government functions and departments service sinks. Establish rural affairs community management pattern, from the town of service center of the peasants, village-level rural information service, community service points such as three-level linkage service platform, the villagers “the last kilometer” through service.

3. To strengthen the rural public service, to meet people's basic needs. Vigorously strengthen to safeguard and improve people's livelihood as the key point of social construction, promoting the construction of rural infrastructure, strengthen the education of the rural education, rural old-age security system, and perfect rural medical security system, improve the level of comprehensive social assistance.

4. Structures, respond the needs of the masses of service platform. Work in the network as a platform, more convenient for the masses to provide policy advice, information release, business training, problem solving is stranded, psychological counseling, project promotion, transaction agency services, to meet the diverse needs of the masses. Town (street) level: set up the studio, and administrative service center, comprehensive stability center resource sharing, integration services for office.

5. Innovation governance mode. Informatization is one of the most significant features of The Times, deeply influenced the social development and social governance. To the service and management to a new level in the countryside, the government will seize informatization, network, digitization construction, realize the seamless video and information, in order to “Internet +” as a key way, using the “Internet” thinking, promoting the modernization of social governance.

3.2 Strengthen the construction of grass-roots organization, strengthening the rural social management foundation
The rural social management innovation is a huge system engineering; the most important thing is to strengthen grass-roots organization vigor. Documents mentioned in 2014, the central No. 1, improve rural governance mechanism, and a sound system of democracy at the grassroots level must strengthen the rural party organization's leadership role as the core, to consolidate and strengthen the party's ruling basis in the countryside.

1. Give full play to the rural party branch, village committee of social management function. Clear the party branch and village committee in the rural social management functions, work actively, develop “the village” and “rules”, establish various cultural activities and places, small organizations set up various culture, organizing peasants to develop positive and healthy cultural and recreational activities.

2. Play a role of the core of the party organizations at the grass-roots level. Vigorously promote the construction of rural grassroots service party
organization, especially need to strengthen the countryside basic-level party organization construction and the party member troop leader team, give full play to the rural people good backbone, and the roles of the lead and Bridges.

Then strengthen the village-level organizations, promote the scientific work. To strengthen the construction of the party branch and village committee, let the high political quality, ability, innovation and farmers trust, for the interests of the farmers to enter the party branch and village committee, establish and improve various rules and regulations, planning and enrich the content of the work, make the party branch, village committee truly become the backbone of rural social management.

3.3 Strengthen the construction of villagers' autonomous organization and promote the foundation of social management

Rural social management and service center of gravity at the grassroots level, the stability of the foundation at the grassroots level, we must strengthen basic work, the innovation of social service management, perfect the mechanism of social service system, innovation of social service management system, solid foundation of social management.

1. Establish and perfect the village democracy management mechanism. To strengthen the supervision and management of economic association, a doctor of the economic and social, increase transparency in party affairs, social affairs, finance and democratic management. Improve the villagers' assembly and villagers' representatives meeting, the democratic council between the system, strengthen the village affairs and democratic appraisal of village, such as the construction of democratic management system, actively promote the villagers' committee construction, explore new ways of village-level democratic supervision management.

2. Strengthen and perfect the construction of villagers' autonomous organization. Give full play to the functions and the role of villagers' autonomous organizations, vigorously develop social under various

3. To strengthen rural infrastructure at the grass-roots level. Organizations at the grass-roots level and expand the investment in the facilities to improve the village (community) office conditions, comprehensively improve the level of information construction at the grass-roots level, to strengthen the construction of village (community) workforce and gradually improve the treatment of workers at the grass-roots level, set up grass-roots workers training system, and actively encourage college graduates to transfer to other tasks, military and other social talents as a grass-roots staff, support the party and government organs, institutions for the retired party members and cadres, social celebrities involved in rural grassroots.

3.4 Perfecting the social security prevention and control system, timely solve rural social contradictions

To strengthen the construction of three-dimensional public security prevention and control system, perfect the materialize organization form and implement the strategy of rural police, urban-rural comprehensive stability network, the formation of party committee leadership, government responsibility, nongovernmental support and public participation of the new pattern of social management.

1. Build a network of social management system, perfect the system of rural disputes helps solve. One is to strengthen prevention and governance. The second is to perfect social contradiction early warning mechanism, the guild, the contradiction between digestions at source. Three is to strengthen the construction of stability

2. Innovation system of social management team, form a new force of social management. One is to strengthen the construction of comprehensive organizations at the grass-roots level of standardization. The second is to strengthen the construction of materialize team. Third, innovation community worker team management mechanism.

3. Establish and improve the complaints mechanism, timely resolve social contradictions. First of all, open expression of public opinion demands. Second, implement the “complaint reporting agency system”, once again, establish people's mediation, administrative mediation and judicial mediation work closely with three adjustable linkage mechanism. Finally, strengthen complaint reporting system of responsibility.

3.5 Active cultural life in the countryside

Country side culture is the important link, maintaining the rural social relationship is an important tool to meet the demand of rural residents' spirit, is an important means of rural social control and integration.

1. Organize rich and colorful cultural activities. To promote the town and village (community), cultural center, cultural square, farm house, the worker house, such as public welfare cultural facilities construction, promote the style, popular science, law, public health, community activities, carried out a series of rich and colorful activities, meet the spiritual and cultural life of the rural social demand, promoting development and prosperity of culture.

2. Strengthening rural cultural construction of talent team. A will with full-time cadres’ rural culture. Second, we must optimize the talent development environment, strengthen the talent selection. third, we need to strengthen rural culture, rural areas and the rural practical talent training of all kinds of literary and art workers, a growing cadre of
rural culture. Fourth, we need to develop the culture of volunteers.

3. Tries to build up a rural characteristic culture brand. One is to explore rural local characteristic culture. Second, we must cultivate a group of people follow villager culture. Tap into a batch of dining, follow villager “sages” line of the active, from rural areas to go out with learning expertise skills of “elite”, strengthening inheritance innovation ability, and cultivate local custom civilization.

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