

Study on the Development Path of Mass Organizations in Henan Province: Based on the Empirical Analysis of Beijing, Shanghai, and Chongqing

Yuanjie Zhang^{1,2*}, Dashuai Li¹

¹Graduate University of Mongolia, Ulan Bator 999097, Mongolia

²Faculty of Business Administration Henan Vocational College of Industry and Trade, Zhengzhou 450000, Henan Province, China

*Corresponding author: Yuanjie Zhang, 972502473@qq.com

Copyright: © 2022 Author(s). This is an open-access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0), permitting distribution and reproduction in any medium, provided the original work is cited.

Abstract: In the new era of the reform of socialism with Chinese characteristics under the vast background, in Henan Province mass organizations, social organizations to participate in social management, service the masses about the practice in research, reviewing of Henan Province mass organizations, social organizations to participate in social management and service innovation of the present situation and the problems, it is concluded that Henan Province's mass organization and construction system is complete and advanced, the Party and the masses service center has been fully covered, and the work is supported by the initial establishment of "online groups," and the information level has been improved. The shortcomings are the "idle" phenomenon of grassroots mass organization service center, the insignificant role of safeguarding group interests, the lack of innovation in grassroots mass organization work, and the lack of network platform construction of mass organization. This study conducts an empirical examination of mass organization reform in typical cities such as Beijing, as well as growing cities such as Shanghai and Chongqing, based on the issues and benefits of Henan Province. This paper proposes four suggestions for the reform and development of Henan Province's mass organizations, based on their successful experience, including the construction of a system of leadership of the Party committee of the mass organizations, the strengthening of capacity building of the mass organizations, the construction of the social work model of the mass organizations, and the strengthening of the construction of "online mass organizations."

Keywords: Group organization; Social work; Empirical research

Online publication: February 18, 2022

1. Introduction

Mass organization is short for "mass organization." It covers the scope includes the All China Federation of Trade Unions, China Communist Youth League, the All China Women's Federation, the All China Youth Federation, the All China Federation of Industry and Commerce, the China Association for Science and Technology, the All China Federation of Returned Overseas Chinese, the Chinese National Association of Taiwan Compatriots and other social organizations using administrative or institutional staffing. Such as

the Federation of Literary and Art, the Federation of Social Sciences, the Federation of Industry and Commerce, the Red Cross and other 22 social organizations. It was pointed out in the mass work meeting of the Communist Party China (CPC) Central Committee that “we should earnestly maintain and enhance the political nature, advanced nature and mass character of the party’s mass work and mass organizations, and organize and mobilize the broad masses of the people to unite more closely around the party”^[1]. The mass development path of socialism with Chinese characteristics is a great creation of the CPC to carry out mass work and promote the party’s cause, and an important part of the path of socialism with Chinese characteristics in the new era^[2]. Henan province, in accordance with the spirit of the documents of the CPC Central Committee and the actual situation of the province, has actively promoted the in-depth reform and development of mass organizations. By the end of 2021, a series of documents had been issued, including the Reform Plan of the Communist Youth League of Henan Provincial Party Committee, The Reform Plan of the Women’s Federation of Henan Province, the Reform Plan of the Federation of Trade Unions of Henan Province and the Implementation Plan of the Reform of the Communist Youth League of Colleges and Universities in Henan Province, to effectively adjust and optimize the functions of mass organizations, promote institutional innovation and enhance development vitality.

2. Analysis of the current situation of mass organization reform in Henan province

According to the comparative analysis, the advantages of mass organization reform in Henan province mainly include the following three points: First, mass organization system is complete, advanced. For example, in the Henan Province Federation of Trade Unions, the provincial federation of trade unions has over 18 city federations of trade unions, multiple industrial unions, trade unions at the grassroots level up to more than 210000, to be sure, the number of members formed a relatively perfect service worker working system, during the period of COVID - 19 epidemic prevention and control. The provincial head took epidemic prevention and control work as the top priority of labor unions at all levels in the province, and made specific arrangements for epidemic prevention and control work, as well as achieved the rational allocation of funds, human resources and other resources through the linkage between the upper and lower levels.

Second, the party and the masses service centers have been fully covered, providing support for their work. In the urban area of Zhengzhou alone, 107 Party and masses service centers have been built in urban areas, towns and villages, streets (communities) and characteristic parks, building a service platform integrating the party and the masses and actively serving the grassroots. Third, the “online groups” has been initially established, the level of information has been improved. Henan province has prominent advantages in mass organization, but there are also some problems. From the perspective of the structure, operation and working methods of mass organizations, the problems existing in the mass organizations in Henan Province are analyzed mainly in the following aspects: First, the “idling” phenomenon exists in the grassroots group service center. Second, the role of safeguarding group interests is not obvious. Third, grassroots mass work lacks innovation. Fourth, the construction of mass organization network platform is insufficient.

3. Empirical research on mass organization reform

November 2015, in Beijing the 18th session of the central comprehensively was hosted to deepen the reform leading group, the meeting examined and approved “the All-China Federation of Trade Unions reform pilot program,” “Shanghai mass organization reform pilot program,” “Chongqing mass organization reform pilot program^[3],” mass organization reform was officially launched across the country. After four years of trial and exploration, Beijing, Shanghai, and Chongqing, which are at the forefront of reform, have gained a lot

of useful practices and experience for reference and promotion.

4. Henan province mass organizations reform and development direction path

Based on the investigation of the status quo and shortcomings of the reform and development of mass organizations in Henan Province. A comprehensive analysis of the characteristics of the reform and development of mass organizations in Beijing, Shanghai and Chongqing, combined with local realities, focusing on the reform ideas. It puts forward to amend the institutional systems' construction of party committee's leadership over mass organization work, strengthen the capacity construction of mass organizations, construct the socialized work mode of mass organization work, and strengthen the construction and development path of "online mass league ^[4]."

4.1. Improve the system for party committees to exercise leadership over work involving people's organizations

- (1) Improve the work system for party committees to exercise leadership over mass organization work. In practical work, grassroots party committees should put the work of mass organizations on their daily agenda, guide the work of mass organizations to focus on the problems of the masses, grasp the focus and direction of work, and include cadres of mass organizations in the training of party cadres, so as to improve their ideological cognition and consciousness of serving the people.
- (2) Improve the system of joint meetings of mass organizations under the leadership of party committees. On one hand, governments at all levels should hold regular or irregular joint meetings with mass organizations at the same level under the leadership of party committees to convey relevant government policies, regulations and important work arrangements, especially policies and measures concerning the rights and interests of workers, young people and women, and discuss with mass organizations to study and solve intractable problems.
- (3) Establish a performance appraisal system for mass organizations of the party. First of all, a regular search and investigation system should be established. Members of the grassroots party group should visit the communities, streets and families with difficulties covered by the work of the group regularly or irregularly. Through field investigation and interview, the work should be objectively evaluated and included in the reference basis of year-end assessment. Secondly, carry out online public opinion survey evaluation system, score the work popularity, job satisfaction rate, work evaluation level and other aspects, synthesize the weight coefficient of all parties to obtain the work performance ranking of the mass organization, and commend the group brand work with the highest annual ranking ^[4]. Again, the party organization can introduce the third-party evaluation team to undertake comprehensive deliberation and professional guidance as well as planning for each mass organization work, so that it can work more scientifically.

4.2. Establish a social work model of mass organizations

4.2.1. Explore the establish municipal association of mass organizations

In view of the regional imbalance in the development of mass organization work, learning from Chongqing to explore the establishment of mass organization work association, the author believes that Henan province can try to establish municipal mass organization work association, allocate human resources within the whole city, effectively integrate resources. As a third-party social organization, the Association of Mass Organization Work plays a role in mass organization work coordination, resource allocation, talent exchange, management consulting, planning evaluation, foreign affairs cooperation and etc.

4.2.2. Implement the mass organization service project operation mechanism

After the municipal association of mass organization work issued joint development action plan, the grassroots mass organizations should formulate specific type of service and working steps around development programs, and by the association of mass organization work reasonable allocation of resources and personnel of the specific division and social organizations to sign contracts, to some extent, reduce the conflicts between the districts. So as to maximize the utility of public resources. The operation mechanism of mass organization work and project makes the work from planning to specific and feasible project scheme. In the process of development, it can effectively control the development of work and possible problems, and has a unique advantage in purchasing services from social organizations ^[5].

4.2.3. Accelerate the incubation and cultivation of social organizations

The characteristic method of using social forces to carry out mass work in Chongqing, according to the analysis, is for government and society to jointly establish development foundations and incubate and cultivate social organizations, which has great enlightening significance for the further deepening of mass organization reform in our province. Since mass work is so complicated and time-consuming, mass organizations fall far short of addressing the needs and expectations of everyone on the ground. As a result, in order to fulfil the changing needs of the masses, it is critical to speed the incubation and cultivation of social organizations in the process of mass work.

The advantages of mass organizations in administrative management can help start some groups to set up social organizations that provide services such as elderly health care, youth development and maternal and childcare, also improve the legal person system of social organizations to guide the professional and standardized development of social organizations. Ziwen Social Work Service Center of Jinshui District of Zhengzhou city was born under the background of expanding civil affairs service and has played an active role in serving Zhengzhou people in recent years.

4.3. Strengthen the construction of online groups and build a good social environment for group work

4.3.1. To comprehensively cover groups in new fields and improve the consciousness of the masses to participate

Strengthening the construction of online mass organizations is of great significance for expanding and publicizing the important role of mass organizations in social governance and helping and serving the masses to express their demands. In view of the marginalization and low degree of identity of mass organizations, it is imperative to strengthen public opinion publicity and comprehensively cover the masses ^[6]. With the help of the network platform, the members can feel the existence of the mass organization in the triple spatial organization system of work, life and network, identify with and support the work of the group organization, and truly realize the passive participation of the mass organization to consciously develop the group team.

4.3.2. Improve the “online group” work service mode

The establishment and development of the mass pattern of “online mass organizations” is a necessary and effective way to carry out mass work. To thoroughly promote mass organization reform, it is required to strengthen the service mode of “online mass organizations.” In comparison to the network platform development of Shanghai’s mass organization, Henan Province’s mass organization may improve in the following areas: To avoid new media platforms becoming the mouthpiece of higher authority leadership and the everyday affairs of the column of “brag columns,” first, pay attention to equal sharing of the user experience, starting from the demand, give a comfortable open mass organization service mode. Second,

rely on mainstream media platforms for publicity, update and maintain them on a regular basis to avoid WeChat, Weibo, and other similar platforms becoming little more than a name. Third, prevent overdevelopment of standalone apps that add to the user's load. Fourth, enhance active communication with the public and services, allowing users full involvement and input. Fifth, to avoid over-reliance on the internet while ignoring grassroots visits and on-site condolences, both online and offline activities should be created concurrently.

4.3.3. Innovate brand projects of grassroots mass work

The construction of network platform is the medium, and the mass work is the foundation. Mass organization work receives more attention and impact as a result of the network platform's design, but it is also a double-edged sword in terms of determining if mass organization work is sound. The growth of grassroots mass organization work should be integrated with the features of this region and the characteristics of the masses, aimed to carry out certain popular brand service activities, rather than singing and dancing, little play to entertain themselves. The genuine and vivid brand service project is not only a strong manifestation of mass effort, but it also has broader implications for passing down the national spirit, disseminating truth, kindness, and beauty, and building peaceful communities and cities ^[7].

5. Conclusion

The mass organizations of Henan Province have made some achievements in the reform practice, but they still face new problems and challenges in the process of deepening development. In the overall situation of the national mass organizations reform, it is the only way for the construction and development of mass organizations to learn from the successful experience and innovative practices and solve problems in the development. With the continuous improvement of the theory and practice of mass organizations, under the leadership of the CPC, Henan Province mass organizations will constantly adjust and optimize their functional structure, strengthen the "four characteristics" and eliminate the "four modernizations," give full play to the role of mass organizations as a bridge and link, and carry out more activities for the benefit of the people.

Funding

Supported by 2020 General Project of Humanities and Social Sciences of Henan Provincial Department of Education, Project No.: 2020-ZDJH-495; 2021 Key Project of Teacher Education Curriculum Reform of Zhengzhou Normal University, Project No.: JSJY-20874.

Disclosure statement

The authors declare no conflict of interest.

References

- [1] Publicity Department of the CPC Central Committee, 2014, Reading book of Series of Important Speeches, People's Publishing House, Beijing.
- [2] Wang X, 2015, Remolding Mass Groups: The Institutional Design of the Governance System and Governance Capacity Modernization of National Social Organizations. Trade Union Theory Research, 2015(06): 09-12.

- [3] CPC Central Committee, 2015, Opinions of the CPC Central Committee on Strengthening and Improving the Party's Mass Work, People's Publishing House, Beijing.
- [4] Huang F, Yao H, 2019, Preliminary Thinking on the Organizational Reform of Mass Organizations in the New Era – Based on the Investigation of the Organizational Reform of Mass Organizations in Shanghai. *Journal of Beijing Institute of Governance*, 2019(06): 65-71.
- [5] Guo C, Zhou Z, 2017, Innovation Practice of Mass Organizations' Participation in Government Purchase of Public Services: A Case Study of Chongqing. *Journal of Beijing University of Aeronautics and Astronautics (Social Science Edition)*, 2017(07): 18-22.
- [6] Ju D, Yin C, 2018, Evolution of Social Work Service Bought by Women Union and Path Construction. *Journal of Changchun University*, 2018(11): 97-101.
- [7] Wu L, Pan Y, 2021, One Hundred Years After the Founding of the Party and the Modernization of Local Governance: The Second "Research on Modernization of Local Governance". A Review of Academic Forums. *Comparative Economic and Social Systems*, 2021(05): 194-197.

Publisher's note

Bio-Byword Scientific Publishing remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.