

Research on Social Governance of Grass-Roots Government in Heilongjiang Province in the Process of New Urbanization Based on the Transformation of Government Functions

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Abstract: New urbanization is not only an important way to achieve the goal of good governance in China, but also a necessary link in the modernization of social governance in China. The change of public demand, the change of chemical environment and the deterioration of ecological environment call for the government to further change its functions and realize the transformation from attaching importance to economic development to environmental protection, from attaching importance to the growth of things to attaching importance to the all-round development of people; The government in the new urbanization should be the forerunner of urban strategic planning, the implementer of urbanization supporting policies, the maintainer of urban and rural social order, the provider of urban and rural public services and the promoter of urban and rural political and social cooperation. In the transformation of resource development and utilization and agricultural modernization, there are obvious differences in social governance of grass-roots governments in different cities, and the quality and efficiency of social governance directly affect the development process of new urbanization and agricultural modernization in Heilongjiang Province.

1. Introduction

In the report of the 18th National Congress of the Communist Party of China, the strategic decision of taking the road of new urbanization with Chinese characteristics was emphasized, and it was pointed out that “urbanization is one of the carriers of building a well-off society in an all-round way and one of the key points of strategic adjustment of economic structure”. New urbanization is guided by intensive economic development, harmonious social development, friendly development in environment, integrated management in system and regional economic integration in spatial structure [1]. With the continuous advancement of new urbanization, the relationship of social interests has become more complicated, the level of social members has become more chaotic, people's thoughts, economic demands and behaviors have become more diversified, and various social mass incidents have occurred from time to time. Efficient social governance ability of grass-roots government is the inevitable requirement and means to improve the new urbanization construction and strengthen the construction of grass-roots government [2]. Population and capital began to gather in cities and towns, which led to the emergence of some deep-seated contradictions and problems in social governance. Therefore, changing the concept of grass-roots social governance, innovating grass-roots governance methods and improving the level of social governance have become urgent and realistic issues that local governments must pay attention to [3]. The surging tide of urbanization has become an undisputed new background for the transformation of township government functions, which not only brings new opportunities but also puts forward new requirements for the transformation of township government functions.

In this paper, the connotation and characteristics of new urbanization are interpreted, and the internal relationship between urbanization and government functions is combined to put forward the orientation of government functions in the process of new urbanization, and summarize the transformation direction and specific implementation countermeasures of government functions in Heilongjiang Province in the process of new urbanization.

2. New Urbanization and the Transformation of Government Functions

From the economist's point of view, the process of urbanization is the process of upgrading the industrial structure, and the economic structure is gradually upgraded from the traditional primary industry to the secondary and tertiary industries, and from the traditional agricultural economy to industrialization and modernization. Urbanization firstly shows the increase of the number of cities and towns, secondly shows the increase of population in cities and towns, and thirdly shows the socialization, modernization and intensification of cities and towns. At present, although the academic circles have not unified the definition of new urbanization, they have a basic understanding. In China, social governance is a process of “taking the realization and maintenance of people's rights as the core, giving full play to the role of pluralistic governance subjects, improving social welfare, ensuring the improvement of people's livelihood, resolving social contradictions, promoting social equity and promoting the orderly and harmonious development of society” [4]. Urbanization is the only way for a traditional agricultural country to transform into a modern industrial country, and it is an objective law for the development of human civilization and society. Therefore, it is necessary to cultivate the modern public spirit and contract consciousness of farmers in cities, so that they can integrate into urban life as soon as possible.

With the continuous deepening of the socialist market economic system, the corresponding social environment and market structure have undergone major changes, and the government's management model of the market has also undergone great changes. The management model left over from the planned economy period has long been outdated. With the influx of a large number of rural people into cities, the demands for interests are diversified. There are some differences of interests between new residents and permanent residents in cities, and even the intensification of interest confrontation to a certain extent. How to reconcile the diverse interests of grassroots society has become a problem that should be deeply considered in social governance. The requirement of new urbanization is to scientifically construct the urban pattern, guide the rational layout and development of large, medium and small cities, small towns and urban agglomerations, closely follow the new urbanization and regional economic development and industrial development, and the scale and level of new urbanization development should be consistent with the carrying capacity of resources and environment in the region. Therefore, the transformation of government, first of all, is the transformation of role from management-oriented government to service-oriented government; Secondly, the transformation of functions, from the original microeconomic management to the decisive role of the market in resource allocation, and the government only conducts macro-regulation and market supervision.

3. Challenges Faced by Grassroots Social Governance in Heilongjiang Province

3.1 One-Way Control Management Model is Difficult to Respond to the Multiple Demands of Urbanization

With the new urbanization, a large number of farmers poured into cities. In the past, the unitary social structure changed, and the social structure and interests were diversified and decentralized. Due to the lag of new urbanization construction and the imperfection of infrastructure construction, rural residents' demand for government social governance is more focused on infrastructure construction and new rural construction; From the perspective of population urbanization, the quality of urbanization in China is not high, and the citizenization of agricultural transfer population lags behind the development speed of urbanization. Not commensurate with it, some grass-roots party organizations lack strong leadership over villages, and grass-roots governance still follows the traditional rural governance model, which is difficult to adapt to the drastic changes brought about by industrialization and modernization, resulting in the accumulation of grass-roots contradictions [5]. Especially in the process of building new urbanization, all basic public services in the county need the government to guide and standardize, but some county-level governments show no concern at all, which is bound to hinder the effective promotion of new urbanization and is not conducive to the performance of government public functions.

Rapid changes in social layout and structure will inevitably lead to the reconstruction of the whole social order, and will most likely lead to the reorganization of the forces of all social strata and even the violent social turbulence and differentiation. Therefore, it is necessary and urgent to comprehensively promote the reform of the public management system of Heilongjiang provincial government, which will help improve the public service level of governments and departments at all levels and ensure the coordinated development of public services and public interests.

3.2 The Offside of Government Functions

The offside of government functions is one of the manifestations of the irrational behavior of the government. Both in the West and in China, social governance emphasizes the transformation of governance subject from the original unitary government to the pluralistic governance subject, and from the original government's top-down single control management mode to the more flexible governance mode. In recent years, with the advancement of new urbanization, the continuous expansion of city scale, the comprehensive coverage of road traffic and the implementation of industrial projects after attracting investment will inevitably occupy a large amount of rural land, involving land demolition and causing contradictions and disputes. If we still adopt a simple social management model to treat diversified interests, we will easily ignore the legitimate interests of some social groups, which will lead to the intensification of social contradictions. In employment, children's education, medical care, social security, housing and other public service areas, they do not enjoy equal treatment, which is different from the original urban residents in welfare treatment. Some work needs to be solved by multiple departments, while some work only stays at the level of concern, which leads to "dislocation" and "disorder of power" in the exercise of functions [6]. Due to the progress of urbanization, residents in the urban-rural junction pay more attention to public environmental protection; However, the rural residents are calling for the combination of workers and peasants to promote the transformation and development of rural industries.

3.3 Weakening of Grass-Roots Governance Organizations in the Process of New Urbanization

From the perspective of governance, corruption at the grass-roots level arises from the dislocation of power transfer and supervision system, democracy at the grass-roots level and clean government construction at the grass-roots level. There is misconduct in the management of urban public services, and the strengthened public service indicators are not strengthened, but the county-level government that should be handed over to the market for regulation has forcibly intervened, which leads to the low level of urban public services, which is not conducive to improving people's living standards [7]. The urbanization construction led by man-made administration is pushed forward in a limited time, which lacks enough time to make, implement and adjust government decisions to resolve social contradictions. The urbanization level in Heilongjiang Province is relatively low, and the primary industry accounts for a large proportion in the economic structure. In order to accelerate the process of urbanization and upgrade the industrial structure, the government has a certain mandatory role in the adjustment of agricultural industrial structure. In the contracted management of rural land, there is a situation that goes against farmers' wishes and accelerates urbanization. The development process of traditional urbanization is strongly led by the government, resulting in a series of problems such as low efficiency, lack of sustainable power, waste of resources and urbanization of land. For example, the management concept of some township governments is backward, and there is still the idea of "official standard", which only regards villagers as the object of management. When contradictions and disputes arise, it is forced to control, which leads to conflicts and even bloodshed.

3.4 Insufficient Social Security Capacity of Grass-Roots Units in the Process of New Urbanization

Some places have formulated various discriminatory policies and regulations for migrant workers and their families because they are worried that they will encroach on and damage the welfare of local residents after entering, which inevitably increases the living cost of the urban population. Rural residents think that governance ability is more important than governance

efficiency; However, the residents in the urban-rural fringe think that it is more important to provide the fairness of social governance, which shows that governance capacity, governance efficiency and governance fairness are important indicators of social governance of grass-roots government. Because “sports-style” management emphasizes achieving goals in a short time, it will invest a lot of social resources, and at the same time, it will cause a certain degree of waste of resources. Many backward areas don't even have health centers. The participation rate of old-age care and medical insurance is low. It is not uncommon to see a doctor. The phenomenon of poverty caused by illness still exists, and the low level of skilled medical personnel is everywhere; As the maker of urbanization planning, the implementer of policies and the provider of institutional environment, the government penetrates into the whole process of urbanization development, and every link of urbanization is influenced by the subjective will of government officials to a great extent.

4. Overall Planning of Grassroots Social Governance Innovation in the Process of New Urbanization in Heilongjiang Province

4.1 Clarify the Positioning of Urban Functional Areas

Considering the differences in specific resources and development between urban areas and towns, new urbanization should be planned based on the advantages and resources of each grass-roots region. The construction of new urbanization must highlight the characteristics of urbanization quality, people's livelihood and sustainable development. Therefore, in the grass-roots social governance, we should adhere to the guiding ideology of people-oriented, take improving people's quality of life as the principle, and provide the foundation for the development of the people. Organizational participation system is the auxiliary system of community management system and system innovation system, and it is the service process of social organizations participating in grass-roots governance. To build a service-oriented government, government departments and civil servants are a new concept. Only when its meaning and strategy are translated into actions and fully understood can we truly become a service-oriented government. Reasonably divide the matching quota between the administrative power and financial power of governments at all levels, and determine the administrative power by financial resources, so that the central and local governments can play their functions in their respective areas of responsibility. Some paid public services in social governance can be handed over to enterprises to operate according to the market mechanism to realize their functions, which is conducive to improving efficiency, enhancing social welfare and promoting the growth of enterprises, and does not hinder the public service nature of social governance [8].

4.2 Strengthen the Function of Social Governance

According to the law, it is necessary to clarify the scope of authority and division of powers of township articles and blocks, and specify their respective functions and powers in detail. At the same time, it should correspond to functions, optimize institutional setup, and avoid overlapping responsibilities and isomorphic functions. While emphasizing the leading role of industry in urbanization, in terms of social governance, the central city should give full protection to the rights of peasants entering the city. To formulate the evaluation system of social governance of grass-roots government, we must solicit public opinion, pay attention to the ability and efficiency of social governance, refine the evaluation grade and improve the attitude of civil servants to service quality. People-oriented requires people to enjoy the benefits brought by social and economic development and the right to participate in social governance as stipulated by law. The leading core position of grass-roots party organizations is the key direction to ensure the correct political direction of grass-roots governance innovation, which determines the nature and ultimate success or failure of grass-roots governance innovation, and adhering to the correct political direction is the first prerequisite. Innovate social management, formulate a series of systems and measures that are close to the people and convenient for the people, form a “customer-oriented” service mechanism, and achieve the goals of standardizing administrative actions, optimizing work processes, improving work style, and

improving service efficiency and service quality. Only by firmly building the idea of “people-oriented” in local decision-making and any work of civil servants can “rights be used by the people, feelings be tied by the people and benefits be sought by the people” be implemented.

4.3 Construct the Management Mechanism of Public Participation and Smooth the Channels of Public Opinion Expression

One of the important reasons for government decision-making mistakes is the lack of public participation. The fundamental purpose of urbanization is to maximize citizens' welfare, improve farmers' living standards and safeguard people's interests, which requires the government to fully grasp the needs of the public in time, so that the government's decision-making reflects the results of public choice. Social autonomy is the most direct form for people to be masters of their own affairs, the foundation of socialist democratic politics, and the realistic way to return politics to the people. The focus of township work is to provide services for residents and develop social public utilities such as culture, education, medical care, health and sports. Rural and urban areas are faced with two different structures of social governance supply channels. For cities, the traditional supply channels have matured, and the channels to meet the new urbanization construction have not yet formed, which shows that urban residents' cognition of the new urbanization construction is not complete. Therefore, efforts should be made to protect people's right to participate in grass-roots social governance, broaden the channels for people to participate in social governance, and improve the degree of people's participation in grass-roots social governance. At the same time, we should give full consideration to the economic status, social status and cultural identity of the peasants in cities, so as to realize the transformation of peasants from space, identity and psychology to urban citizens.

4.4 Improve the Guarantee System of Grassroots Autonomy

By inciting all kinds of effective resources in the community, we will actively encourage and guide representatives of social organizations, enterprises, institutions and elite residents in the jurisdiction to participate in the administration of state affairs and build a platform for mutual benefit in the community. As an administrative organization in a certain region, the county-level government has the right to manage and govern this region. By evaluating its achievements, we can find out the problems existing in the process of county-level government exercising its functions, and improve the effect of government functions by constantly solving the problems. The government is not capable, its power is limited, and it is limited by its limited financial and human resources, information and other resources. Therefore, local governments often fail in economic and social management. Citizens' participation should also be introduced in the supervision and information feedback, so as to strengthen citizens' supervision over the government's performance of its functions, make the government's urbanization strategic planning, implementation rules and emergency countermeasures open and transparent, and disclose the government's fiscal revenue and expenditure in real time, so as to facilitate citizens to supervise the government's actions. Make the government's public decision-making more targeted, can really solve the practical problems encountered in the process of new urbanization, and ensure that the new urbanization is truly “people-oriented”.

5. Conclusion

Urbanization is a process of gathering people, technology, wealth and services in a region, and it is also a process of changing lifestyle, production mode, communication mode and thinking mode. Therefore, the government should actively promote the informatization construction, build a platform for communication with the society, and respond to the demands of the public in a timely manner, especially the various grass-roots social governance problems in the process of urbanization, which should be resolved in a timely manner. The government should change its administrative idea, instead of directly entering the micro-social field, it should serve as a system provider and provide a good system guarantee for the healthy development of society. In the

process of new urbanization, we should use the new social cooperative governance model of “government-market-society”, give full play to the advantages of each subject, and jointly promote the “people-oriented” new urbanization construction.

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