

# CHANCHENG DISTRICT EMBRACES HIGH-TECH IN ITS BID TO CUT RED TAPE

Night view of Chancheng district in Foshan. PHOTOS PROVIDED TO CHINA DAILY

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Chancheng district, the central district in the city of Foshan, has become a model for the successful integration of information technology and data processing within its administration, officials said.

That process has helped the district's public services to reach new levels of transparency and heightened efficiency.

District officials said that progress was the fruit of key initiatives made a few years ago.

In March 2014, Chancheng launched what it called a "one-gate" service — integrating data from the departments of industry and business, housing management, tax, public security, social insurance and civil administration — into one window at the district's services hall.

Big data and modern monitoring technology have been utilized to establish a comprehensive management platform, which provides solu-

tions and courses of action to be taken in response to emergencies ranging from traffic accidents to street brawls.

In October, the district launched its app on mobile devices — named "lingpaotui" — literally means zero legwork, which enables its users to access 20 public services at home.

Officials say the arrival of the age of information has brought a lot of challenges that need to be met.

Liu Donghao, Party chief of Chancheng district committee, said the district must grasp the opportunities to be found in the new information age and the administration should catch up with the changes to society.

Liu said the one-gate service was a concrete measure Chancheng had undertaken to streamline its government authorities.

"It involved a transformation of the administration from a government-oriented to a services-oriented approach.

"Based on the needs of the people and markets we served, we delegated

Officials say arrival of the age of information poses challenges that must be met



Liu Donghao, Party chief of Chancheng district committee, shares his ideas on the district's cloud computing platform for administrative management.

a part of the government's authority to an information processing system," he said.

Before the reform, part of the administrative process depended on an individual understanding (of the system)," Liu said. This, to some extent, made the administrative pro-

cedure and system impartial and rational. Liu added that after the change to the new streamlined system, information now could be collected through the service windows and the internet, making it unnecessary for people to run from one department to another.

The second highlight of our system is the utilization of information technology. Big data technology is used to confirm the unique identity of a person," Liu said.

In 2016, Chancheng launched a key project using blockchain technology, trying to build up a digital package for its people. Blockchain utilizes a secure data structure that enables identifying and tracking transactions digitally and sharing the information across computer networks.

Officials said the Chancheng platform records information collected through the service windows, the mobile app and other channels and makes a profile of an individual's life.

Liu said the resultant, much improved, public services would contribute to an enhanced business environment for companies and business start-ups.

This, he said, could become a key tool to attracting high-profile business leaders to launch their operations in Chancheng district.

Next year is expected to see still

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deeper integration of the new data and information technology with the district's public services.

By then, there will be more services that can be finished at home on individuals' mobile devices.

Officials said companies would see faster and more convenient services in areas including administrative approvals, tax or business licenses.

## Tech system aims to improve the lot of residents

By LI YOU

An integral part of people's lives is their inexorable dealings with governmental departments, sometimes in a multitude of areas — be they taxes, residential registrations or marriage registrations.

Sometimes when a case involves different departments, they have to run the gamut of bureaucracy, traipsing across the city and tramping from building to building and office to office, lugging around all sorts of documents, so they can talk with different people about the same thing.

The obvious solution — which all too often remains a fantasy for those who dream of logical systems in a world overrun by red tape and chaos — is a one-stop, one size fits all, government portal.

Step forward the city of Foshan city's Chancheng district, which appears to have established what elsewhere largely remains unrealizable.

In 2014, the district launched its "one-gate" services platform, which enables local citizens to access more than 400 services at one window in the



The "one-gate" services platform won the award for best example of innovative society management in 2015.

district-level services hall. Besides less legwork, the average waiting time for people there has been reduced from up to 15 minutes to around five minutes. People now need to take appreciably less paperwork with them because the same documents are used repeatedly at the services window.

More added services are also realized in the self-help area. People can fill in forms, pay their car fines, redo their identity cards and apply for visas to Hong Kong and Macao on machines

by themselves. "I planned to visit Hong Kong next month so I came here. The machine only took 30 seconds to get my visa ready," said Wu Qiaobao, a 55-year-old Chancheng resident.

According to a satisfaction poll released by the services hall, 99.93 percent of the people who used the one-gate service at the window thought it satisfactory.

Couples can also get their marriage registrations there in the special prepared hall, which caters for wedding

pictures. To date, six one-gate service halls have been set up in the district.

Since Sept 2014, the platform has received a total of 5.79 million cases and more than half of them were completed on the spot. It takes only 10 minutes on average to successfully process a case, according to one official.

The motto of the platform is not to let the information run the people," said Liu Donghao, Secretary of the Chancheng district committee.

The core value underlying the platform is to streamline administration and to delegate power, which is realized through the information system."

The service platform also performs as a data collector of all the statistics recorded on the customers.

Based on the statistics, a rich data base of residents and companies in the district has taken form, which involves more than 300 million pieces of information.

The one-gate service platform won the award for best example of innovative society management in 2015 and has been recognized nationally elsewhere.



## Dynamic new govt services platform set for smartphones

By LI YOU

Chancheng district in the city of Foshan launched an e-government services platform for smartphones on Oct 30, allowing citizens to receive 20 government service at anywhere at any time.

Those services range from personal insurance certificates, tax payments and elderly pensions, recruitment, to living allowances for disabled people.

The app is called "lingpaotui", which literally means zero legwork. Of the 20 government services, users can finish eight without the need to hand over any materials.

If users require a printed version, the app will contact the staff in the relevant government organizations who print the material out and send it by post.

Before using the lingpaotui app, citizens need to download another app called "IMI", short for intelligent multifunctional identity, which is used to help citizens to prove their identities over the internet.

Since 2014, the local government in Chancheng district has tested out a "one gate" governmental service platform, which condenses all the administrative services otherwise performed by different governmental departments to one window in a district hall.

But the catch is that people have to physically go to the window. People want to receive

government services at home," said Liu Donghao, secretary of Chancheng district committee.

Liu said to make it happen, the major questions that had to be dealt with were identification of the user and the authenticity of the material being passed over the internet.

If we can solve the two issues properly, there is no difference whether people come to the service windows in reality or not," Lui said.

The technology of blockchain is the key point of the solution." The app was designed with the support of block chain — cutting edge chain technology used for secure information transfers — and big data.

The data collected through the IMI is unalterable and safe when transmitted. The accuracy of the data is secured by mutual verification of separate data collectors.

The IMI app is an encrypted digital space for its users. Differing from finger prints, face recognition or passwords, it cannot be misused or stolen by other people, which makes it the ideal tool to prove the uniqueness of an individual, according to Liu. Besides governmental services, the IMI app can be linked to local hospitals and libraries, saving a lot of time for citizens wanting to see their doctors, get their healthcare insurance or borrow books.

## Start-ups get a boost from streamlined process

By LI YOU

Chancheng district in the city of Foshan is actively supporting start-up businesses that are opening there with streamlined and simplified administrative procedures and a more attractive recruitment policy, according to a senior local government official.

The district took the initiative in 2014 when it launched a new registration process for businesses which wanted to set up in the district, through its "one-gate" system.

Using its refined service system, applicants can hand in documents and finish all the registration procedures at one window in the district's services hall. The service utilizes information technology. After classifying material handed in by the applicants, the system can send out their information via the internet to the relevant government departments.

No matter how many departments are involved in dealing with a case, the data can be sent out quickly and accurately by the staff working at the windows. The district initiated the



An applicant hands in documents and finishes all the registration procedures for his business at the one-gate window in the district's service hall.

reform of its industrial and commercial licenses system last October.

It integrated the business license, organization code certificate, tax certificate, social insurance certificate and statistical registration certificate into one application process.

Officials said that by end-July this year, the district had issued a total of 39,499 integrated licenses for companies, the paperwork necessary to run a

business in the district.

Besides the registration reforms, officials say the district is making a big effort to attract highly skilled staff.

It has introduced preferential treatment for their children to join local schools and handed out awards to employees who have made outstanding achievements and contributions.

In addition, the district has opened regional recruitment offices in major

Chinese cities including Guangzhou, Wuhan, Xi'an, Changsha, Liuzhou, Jingdezhen — as well as overseas in countries including the United States, Japan and Ireland.

The main strength of innovation and high-tech companies is the young generation," said Liu Donghao, secretary of the Chancheng district committee.

Liu said society should give younger people enough opportunities to realize their goals. Besides technological innovation, we should pay attention to institutional innovation," he added.

To upgrade its industrial structure and pursue greener development, Chancheng is currently moving to attract more hi-tech driven companies, ranging from intelligent manufacturing, information technology, new energy and materials to high-end equipment and the bio-medical industry.

Foshan is located in Pearl River Delta, one-hour drive by highway from Guangzhou, capital of Guangdong province.

There is also a subway system connecting the two cities, which also takes around half an hour.