



Research Article

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Development trend research of social associations under the background of government purchasing public service-taking Guangdong province social associations for example

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ABSTRACT

As direct producer of public service, social associations have become the focus of the educational circles and government, during the revolution of social management and Support system. If government wants social associations to provide public service, proper soil and environment of cultivation and development are needed, in order to help the growth of social associations actively. Meanwhile, as for the crisis of trust, survival and character that occurred in the growing process of social associations, the position should be adjusted actively, social organization should get the tax-exempt status of the public welfare, resolute walking "mass line", improve the quality and efficiency of public service gradually and establish the public's trust in the social organization.

Keywords: social association, public service, government purchasing

INTRODUCTION

“That government purchases service is government hand over the public service items that should be provided by the government, to qualified social service agency through styles of allocate funds or open tendering. Then government pays the service charge to the selected agency or successful bidders, according to the amount and the qualities of the public service.”^[1]In order to deal with the problems that occurred during the development of the society, such as gap of wealth, medical treatment, education and unemployment etc., western country pushed the welfarism from national welfare into multi-welfare. Then the country wasn't the single producer and supplier of social welfare any more. The country, market and the non-governmental organization are all producers and suppliers. The above is the source of government purchasing public service. For developing countries, our country is either repeating the path that western countries had walked, or using the experience of the west boldly and combining the national conditions to find out a new road with Chinese characteristics? Our national conditions are that needed social services are increasing while the financial resources of the government are limited. As the provider of public service, whether social associations can supply sufficient and qualified services that meet the requirements is important? How about the development of the social services in the future? In this paper, the questions above will be answered in the circumstance of social association development of Shandong province.

2. Cultivation and development of Guangdong province social association

In the open public services area, the introduction of nonprofit social organization, the government purchase public services from social organization through the way of entrusting, contract, procurement etc. , in accordance with the principle of “openness, fairness and justice, strict procedures, competitive, and determine to undertaken subject”. The main body of all upper system design is the government; the purchasing service of the undertaken main body is a social organization. Therefore, how many non-profit social organizations exist? Whether are they legal or not? Is there enough space for the survival of the soil? This series of problems will be presented to the social reformer. Guangdong province has doing many bold attempting on the cultivation and development of social organizations:

2.1 transform government function

The transitions of the function of the government are mainly concentrated in two aspects: Firstly, reducing administrative and decentralization. In original social public services area, the government plays dual role as the producer and provider of public services. For limited government workers, struggle to cope with staffs without efficiency, service quality is always questioned by people. This reality situation trapped in the original position and rights of the government. In areas such as Shenzhen, Guangzhou, Dongguan and Zhuhai the government of Guangdong province pilot project to a large number of social and public services and management, through the way of the government to buy production to social organizations, the government is responsible for providing funds, the supervision and implementation, and evaluation of the results, etc. As for Dongguan, in the "interim measures of purchase services from social organizations in Dongguan city government", the regulation of the government purchase scope including: education, health, legal aid, guild regulations development, industry planning, culture, public transportation, social security and public employment, sports, pension assistive, social relief, social work services, housing, and many other social and public services and management projects and provide legal services to the government directly demonstration, performance evaluation, decision-making, policy research and a series service such as draft. Secondly, transformation of functions. The original part of the government public service function is transferred to social organizations. Its function will also be changed accordingly. As for the government to buy services can be carried out smoothly, Dongguan city, is to adjust some part of the government functions and rules. and functions of the main body have large adjustment, such as finance, the national development and reform commission, civil affairs, industry and commerce, taxation, judicial, supervision.[2]

2.2 formulate relevant measures and opinions

For social organization, the legitimacy of its existence is the main reason stopping its development. Therefore, from policy, system, laws and regulations, and even the law, whether its legitimacy status on social organization could survive and thrive plays a key role. The department of Guangdong province on promoting the development of public welfare service class social organization several provisions (Yue people [2009] no. 96), public welfare or nonprofit social organization is defined. Under the premise of satisfying the non-profit, public welfare and voluntary, it can be registered with the local civil affairs department, though a limited range of community public welfare organization authorization. But in Guangdong province won the legitimacy basis existed. In 2011, Guangdong province issued "the implementation opinions about strengthening social organization and management", "reduce the barriers to entry of social organization, simplify the registration way, gradually change the social organization of the competent business unit to business guidance unit".^[3] The area under administration of Guangdong province enacted corresponding measures, organize a legitimacy identity to the society, such as Guangzhou issued "the support the development of social work in Guangzhou to organize the implementation of class society way (trial)" and "notification on further deepening the reform of social organization registration notice booster in the development of social organizations". Dongguan, Shenzhen and Zhuhai city have similar policies.

2.3 encourage the establishment of non-profit social organizations through social service project procurement

Government purchase services policy has given rise to a large number of social organizations. In Guangzhou, for example, in November 2011, Guangzhou has 71 private community public welfare organizations. In November 2012, it surged to 813. The boom of community public welfare organization in the short term, there are two main reasons: first, due to various constraints, the nonprofit public welfare organization in our country is very small in quantity. When the government opens the public service market, the huge demand inevitably will stimulate the establishment of a large number of qualified and capable social organizations. Second, the "opportunity" drives "opportunity". In Guangzhou, for example, every street family comprehensive service center of 2 million a year to buy the service fee for some businessman is a good "business opportunities", even have never involved in public welfare services are breaking in, by all means registered social worker. Regardless of what kind of reasons, from the vigorous development of social organizations is the fact that does not dispute.

2.4 help and support non-profit social organization actively

Community public welfare organization's essential attribute makes its development space limited, especially that the capital problem becomes the biggest obstacle of the development of reality. Funding sources, fund use and non-profit audit time make social work full of challenge and survival pressure. Thus in early 2013, Guangdong province, in the declaration of the 1084 special funds to support social organizations in the review of 360 breeding, investment of nearly one hundred million Yuan, the "social organizations shall, in accordance with the industry association class 300,000 Yuan, public class 20,0000 Yuan, academic fellowship and fair arbitration and the masses life 10,0000 Yuan, which play a pivotal role of social organization is not divided into categories according to the 300,000 Yuan to support."^[4] By the government to support and help, a large number of social organizations are growing.

3. Practice effects and difficulties of social association cultivation and development

As the government purchase spread out of public services in Guangdong province quickly, the government and people of social organizations in the field of public service function and role in the great changes in thinking and understanding. Social organizations in the context of the government purchase services have achieved rapid growth. The quality of public service also improved greatly. At the same time new problems and issues occurred.

3.1 direct effect and profound influence of social association cultivation and development

In the social public area, Guangdong introduce and cultivate social organization boldly and experience, which corresponds to the new approach that “innovation, open market access, and release the reform bonuses, every society can do good, as far as possible to the social forces, to speed up in a concerted effort to improve public services”.^[5] height., the implementation of public services will continue to enlarge the participation of social organizations in social and public affairs, widen the channel of the communication between the government and society. At the same time, the non-profit social organizations (NPO) are recognized by the government and the related legal system step by step, become the best medium or platform connecting the government and the folk, in an increasingly open to the public service field, the “qualified, reputable, social organizations, institutions and enterprises” can take the production and provide public services. These social organizations, in particular, are nonprofit social organizations can get more development opportunities, and help and support from the government, social organization is bound to more prosperous scene. According to the figures of civil affairs department of Guangdong province, through the joint efforts of many sided, the social organization of Guangdong province get fast development in recent years. “by the end of December 2013, the amount of social organization that has registered in the civil affairs departments is 44496, increased by 26% from a year earlier, among which the social group is 22485, foundations 429, people-run and non-enterprise unit 21582.”^[6] The continuous development and maturation of social organizations will gradually improve the quality and efficiency of public service. Public satisfaction to the public service will improve. The third industry in social organizations to undertake the government purchase of public services will be effective in production.

3.2 Three crises that the development of social associations faced

3.2.1 Crisis of confidence

Social public welfare organizations are not strange in our country. But the number and influence remained to be improved, especially in recent years. Confidence crisis of “Red Cross” made domestic relevant public welfare organization very careful. Similar phenomenon happened to social public welfare institutions that set up around the city of Guangdong province, which provide free services to the ordinary residents directly. Especially new and accept the community public welfare organization of the government public service project, availability of the government and the people's trust and affirmation, with great influence on its long-standing. At present, some government agencies still have doubts on the importance and the necessity of social organization. So they dare not completely provide their power to social organization; Ordinary people sit on a fence to the non-profit and sustainable novelty. To win the acceptance of government and people becomes the first problem to be solved.

3.2.2 Survival crisis

Adequate expenditure is the necessary premise for a social organization. but actually social organization operation exists two big problems: firstly, the time that the government entrust a third party for the performance evaluation is generally at middle or end of the year. And some service fee can't be paid until the end of the assessment. there is a need for social organization paid service fee in advance; Secondly, due to the positioning for social organization, qualification, the applicable tax laws and funds to issue time is different, some social organizations after pay business tax and the earnings after tax basic unable to maintain normal to provide services, left to survive in crisis.

3.2.3 Character crisis

The relationship among Social organization, government and people and the roles they played determine the accurate positioning of themselves. Between social organizations and the government, the government is public service and the main purchase of the regulators, while social organization is service supply partner and supervision. Therefore, from the perspective of cooperation, the social organizations that serve the production have independence. But because of the reliance on the government to buy subject review and the assessment of the supervisor makes independence is very limited. Social organization and people, people as the principal part of the enjoyment of the service should be the most voice and supervision, but the current examination system and the evaluation weights are not fully reflect this, which makes some social organizations do only superficial, not improve the quality of service. The current evaluation mechanism make the role of social organizations chaos and upside down, some uncertain.

4. Future choice of the development and cultivation of the social organization

In order to achieve this goal, you need to comfort the existing crisis and problems in the practice and interpretation, encourage social organizations to better participation in government purchase services. In view of this, the author on

the basis of investigation and interview, combined with the actual, try the following targeted countermeasures and Suggestions are put forward.

4.1 build reliance of social association through “mass line”

Through the research of part of the charity workers and ordinary people in the social work services of Guangdong province, the results showed the necessity of the social organizations in ordinary heart growing, social workers provide professional and high quality service to get a high degree of affirmation; People gradually change the widespread high praise for some government officials as a political task execution of negative attitude, for the social recognition of the importance of organization change, the government and the public's trust in the social organization come naturally. Therefore, the mass line is the establishment of a social organization trust right channel.

4.2 The public welfare orientation that collecting taxes from social associations

To social organization collection related taxes and fees is the proper administrative behavior has a legal basis, but the results of this behavior should be the dialectical view, not simply say good or not to accept good, the key is whether the corresponding conditions will be exempt from taxes and fees has public welfare oriented. Guangdong tax-collecting pilot fully embodies this point, in order to encourage and ensure the healthy operation and development of social organization, with state and local government regulations related qualifications of social group do not charge any taxes and fees; For other relevant qualifications of social group, is there a difference to collect taxes. In tax and fee collection link clear public welfare orientation is critical, because "public welfare flag, who is not willing to do public welfare undertakings of the speculators are hard to various qualifications stipulated by the government, the social organization competition in government service project, due to its unprofitable will automatically exit, the result of the long-term out inevitable is the purity of community public welfare organization, qualification gradually confirmed, survival natural solution.

4.3 adjustment and reconstitution of location of social association

From the analysis above we know, build trust and sustainable development of a social organization depends on the audience of public service. and a lot of social organization takes the main purchasing body as the main service object. Current situation of the role's location need adjustment and reconstitution. Follows should be focused on: firstly, to undertake public service project should be the greatest degree to ensure open, fair, fair competition; Secondly, assessment methods should be both inside and outside, on a regular basis to evaluate combined with daily supervision, examination content should focus on the audience of public service. Only in this way, can social organization be relatively independent of the government, which is good for their own position, concentrating on taking professional service line, improving the quality of service.

CONCLUSION

Above all, if they want to participate in purchasing public service better, supply better and efficient service, social associations should adjust their location, through mass line to reach the standard of public welfare duty free organizations, to win the trust and support of the public. Practice and exploration in the cultivation and development of social associations provide references and experiences for later revolution.

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