Research on Innovation of Urban Grassroots Governance Led by Party Building——Taking the Business Community Party Building of Taishan South Road Community in Deyang City as an Example

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Abstract: This paper takes the business district party building in Taishan South Road Community of Deyang City as its research object, systematically exploring the practical paths and innovative values of party leadership in urban grassroots governance. The article summarizes the organizational structure, smart exploration, and exemplary leadership experiences of Taishan South Road Community in business district party building, and reveals issues such as insufficient party organization coverage and limited activity appeal. It proposes optimization paths including dynamic party member management, innovative activity formats, and the construction of collaborative governance mechanisms. The study argues that business district party building, through resource integration, service enhancement, and stimulating merchant participation, can effectively promote the modernization of grassroots governance, providing important references for innovation in urban grassroots governance.

Keyword: Party building leads; urban grassroots governance; business district party building

1 Introduction

As urbanization advances rapidly, business districts, as the core carriers of urban economic and social activities, have become increasingly prominent, becoming an indispensable key area in grassroots governance. However, business district governance faces numerous challenges, such as a large number of merchants, complex personnel composition, and diverse interest demands. These issues make business district governance both urgent and arduous. Party building leading grass-roots governance, as a significant measure to strengthen the Party's governance capabilities in the new era, provides new ideas and approaches for business district governance.

2 Theoretical basis and research status

2.1 Theoretical Basis of Party Building Leading Grass-Roots Governance

Party building leading grassroots governance is an important part of the theoretical system of socialism with Chinese characteristics in the new era. It has rich connotations and diverse functions, and is of far-reaching significance for promoting the modernization of national governance system and governance capacity.

2.1.1 The Connotation of Party Building Leadership

As the name suggests, party building leads the way. By strengthening the party's organizational construction, ideological construction, style construction and system construction, the Party's governance capacity and leadership level can be improved, so as to lead and promote the modernization of the grassroots governance system and governance capacity.

2.1.2 Theoretical Framework of Urban Grassroots Governance

The theoretical framework of urban grassroots governance mainly includes two aspects: multi-party co-governance and grid management. Multi-party co-governance emphasizes the participation of multiple entities such as the government, social organizations, enterprises, and residents in grassroots governance to form a collective governance force. Grid management involves dividing the city into several grids, each equipped with dedicated managers and service teams, to achieve refined management and services.

2.2 Research Status of Party Building in Business Districts

2.2.1 Research Progress at Home and Abroad

In China, research on party building in business districts mainly focuses on organizational structure, functional positioning, and practical experience. Scholars generally believe that party building in business districts enhances governance efficiency and service levels through strengthened party organization construction. At the same time, party building in business districts also promotes economic prosperity and social harmony within the district.

2.2.2 The Role and Challenges of Business District Party Building in Urban Governance

Party building in business districts not only enhances governance efficiency and service quality but also promotes economic prosperity and social harmony within the district. However, party building in business districts faces numerous challenges. On the one hand, the large number of merchants and complex personnel composition make it difficult to establish and manage party organizations. On the other hand, party building in business districts needs to balance economic development with social governance, ensuring that economic growth is promoted without compromising public interests. Additionally, party building in business districts must continuously innovate work methods and approaches to meet the new requirements and challenges of grassroots governance in the new era.

3 Practice exploration of party building in Taishan South Road Community business circle

3.1 Community and Business District Overview

Taishan South Road Community in Deyang City is located in the bustling area around the Deyang City Government Center. The community has a diverse population structure, with over 12,000 residents. Economically, Taishan South Road Community has developed into a comprehensive area integrating commerce, residential life, and culture, thanks to its advantageous geographical location. It boasts vibrant economic activity and a strong commercial atmosphere. There are 212 enterprises and 118 individual businesses within the jurisdiction (as of December 31,2024). It includes the Metro-Madre-NTL business district and the Tianyue Bay-Jingcheng Sky business district.

3.2 Party Building Organizational Structure and Coverage Mode

To strengthen the governance of business districts and enhance its effectiveness, Taishan South Road Community has actively explored new paths for party building in commercial areas. The joint party branch of the business district was established, serving as a bridge and link to connect all merchants within the district and coordinate various interests. The joint party branch strengthens the education and management of party members through regular party member meetings and organizational life meetings, thereby enhancing the cohesion and combat effectiveness of the party organization.

However, due to the large number of small and micro merchants in the business district, and the uneven scale of operations and personnel quality, it has been challenging for party organizations to cover these areas. To overcome this difficulty, Taishan South Road Community has taken a series of measures, such as setting up a Party member service station, organizing volunteer services for Party members, and conducting fun activities like "Child Hearts Toward the Party, Building Dreams for the Future" during holidays, striving to enhance the appeal and influence of the Party organization.

3.3 Characteristics and Achievements

In practice, the party building of Taishan South Road Community business circle has been constantly explored and innovated, forming a series of characteristic practices and achieving remarkable results.

The first is the significant red demonstration effect. The Taishan South Road Community established a joint party branch for the business district, with the community secretary serving as the head of the joint party branch. In collaboration with the city's Discipline Inspection Commission, Market Supervision Administration, and Commerce Bureau, they organized activities such as "Business District Clean Wind Gathering," selecting model stores by Party members, and promoting honest operations to lead merchants in the business district to operate with integrity and provide high-quality service.

Second, the construction of the smart party building platform has injected new vitality into the party building in the business district. The joint Party branch in the business district has realized online management and offline interaction of party organization activities through WeChat group + digital services, which has improved the efficiency and coverage of party building work.

Third, the social benefits are remarkable. The joint Party branch

of the business district actively promotes the implementation of "bottle to pipe" and "bottle to gas" work, which not only improves the governance efficiency and service level of the business district, but also promotes the enthusiasm of merchants to participate in community governance.

4 Analysis of the problems of party building in Taishan South Road Community business circle

During our field visit to the Taishan South Road community business district, we had in-depth discussions with representatives of the operators and distributed a total of 340 survey questionnaires, from which we received 310 valid responses. Through statistical analysis of the questionnaire data, combined with on-site observations and interviews, we have identified the following key issues:

4.1 Insufficient Coverage of Party Organizations

4.1.1 Small and micro business party members have high mobility and low coverage of Party organizations

The survey results show that about 65% of small and micro merchants report a low proportion of Party members among their employees and high employee turnover. This directly leads to difficulties in increasing the coverage of Party organizations among these merchants. Due to the flexible operations and frequent personnel changes of small and micro merchants, confirming and managing Party member status becomes a significant challenge, affecting the establishment and functionality of Party organizations.

4.1.2 The Proportion of Party Members is Low, and their Exemplary Role is Limited

According to statistics, only about 20% of the merchants said that they had party members in their internal organization, and these party members did not play an outstanding role as pioneers and models in their daily business operations. Due to the insufficient number of party members and the lack of effective incentive mechanism, the influence of party members in the merchant group was limited, and it was difficult to form a strong demonstration effect.

4.2 Limited Attraction of Party Building Activities

4.2.1 The Activity Form is Single, and the Enthusiasm of Merchants to Participate is not High

According to the survey data, more than 70% of merchants believe that the current forms of party building activities are too monotonous, lack innovation and attraction. Traditional forms such as lectures and meetings have been difficult to meet the diversified needs of merchants, resulting in low enthusiasm for participation and reduced effectiveness of activities.

4.2.2 Lack of Integration with the Actual Needs of Merchants

About 55% of the merchants said that party building activities are often divorced from their actual business needs and lack pertinence and effectiveness. The merchants prefer to see party building activities that can directly promote business and improve service quality, rather than empty theoretical learning or formalistic meetings.

4.3 The Collaborative Governance Mechanism Needs to be Improved

4.3.1 Insufficient Linkage between Streets, Communities and District-Level Departments

The survey found that the linkage mechanism between streets, communities and district-level departments in party building in business districts is not perfect. About 45% of merchants said that when they encounter problems, they often need to spend a lot of time and energy to coordinate and communicate between multiple departments, which affects the efficiency of problem solving.

4.3.2 The Resources of Party Building Instructors are Scattered and the Depth of Service is Limited

As an important force in the party building of business districts, party building instructors have insufficient resource allocation and service depth. About 60% of merchants report that the number of party building instructors is limited and the service content is relatively single, which fails to meet the diversified needs of merchants.

4.4 Insufficient Infrastructure and Funding Guarantee

4.4.1 Party Building Activities Rely on Community Coordination and Lack of Independent Positions

According to the survey results, about 75% of the merchants said that the current party building activities mainly rely on the venues provided by the community, and lack independent party building activities. This not only limits the scale and frequency of activities, but also affects the professionalism and seriousness of party building activities.

4.4.2 Insufficient Funding Input Affects the Development of Activities and the Construction of Positions

Funding issues have always been a significant factor constraining the development of party building in business districts. About 50% of merchants report that insufficient funding has severely impacted both the quality and quantity of party activities. At the same time, the lack of funds also limits the construction and upgrading of party building platforms, affecting the overall image and influence of party building in business districts.

5 Optimization path and countermeasures of party building in Taishan South Road Community business circle

In view of the problems existing in the party building of Taishan South Road community business circle, after in-depth analysis, we put forward the following optimization paths and countermeasures to promote the prosperity and development of the business circle by comprehensively improving the quality and level of party building.

5.1 Deepening the Coverage of Party Organizations and the Management of Party Members

5.1.1 Dynamic Investigation of Party Members and Recruitment of Mobile Party Members

To address the issues of high mobility among party members in small and micro businesses and low coverage of party organizations, it is recommended to implement a dynamic mechanism for identifying party members. By regularly visiting, conducting surveys,

and registering on online platforms, we can comprehensively grasp the basic information of party members in commercial areas, especially the dynamics of mobile party members.

5.1.2 Party Groups are Flexibly Formed According to Industries or Regions

In view of the various types of businesses and different operating characteristics in the business circle, it is suggested to flexibly set up party groups according to industries or regions. Through the establishment of party groups, party members can be more effectively organized to carry out activities and play a vanguard and exemplary role.

5.2 Innovate the Form of Party Building Activities

5.2.1 Practical Courses are Offered

In order to meet the needs of merchants for practical knowledge, it is suggested to set up a series of practical courses such as skills training and policy interpretation. These courses can invite industry experts, government department staff and other people to teach, so as to help merchants improve their business ability and understand the policy dynamics.

5.2.2 Introduction of Immersive Education

In order to enhance the attractiveness and effectiveness of party building activities, it is suggested to introduce immersive education methods. For example, activities such as red sandbox simulation and business district development exhibition can be organized to let merchants experience the history of the Party and understand the development process of the business district.

5.3 Building a Collaborative Governance Mechanism

5.3.1 Establish a System for District Leaders to be Responsible for Business Districts

In order to strengthen the leadership in business district governance, it is suggested to establish a system where district leaders take responsibility for business districts. Through regular visits, research, and guidance by district leaders, the development status and issues of business districts can be promptly understood, providing strong policy support and resource guarantees for business districts.

5.3.2 Integrate Department Resources to Provide One-Stop Convenient Services

In order to solve the cumbersome problems encountered by merchants when handling business, it is suggested to integrate the resources of various government departments to provide one-stop convenient services for business districts. By setting up service windows and opening online service platforms, it can be convenient for merchants to quickly handle various procedures and business.

5.4 Strengthen Resource Guarantee and Brand Building

5.4.1 Build Demonstration Positions and Establish One-Stop Party and Mass Service Centers

In order to improve the hardware conditions and service level of party buildings in business districts, it is suggested to create model bases and establish one-stop party-crowd service centers. Such centers can integrate functions such as party member activities, public services, policy consultations, and cultural exchanges, becoming important carriers and display windows for party building in business districts.

5.4.2 Cultivate the "Red Business District" Brand and Plan Party Building Themed Consumption Activities

In order to enhance the popularity and reputation of the business district, it is suggested to cultivate the "red business district" brand. By planning party building themed consumption activities and holding red culture exhibitions, the party building in the business district can be organically combined with commercial activities to create a distinctive commercial culture.

5.5 Digital empowerment

5.5.1 Improve the Smart Party Building Platform

In order to improve the informatization level of party building in business districts, it is suggested to improve the smart Party building platform. By adding merchant evaluation and data analysis functions, we can understand the feedback and needs of merchants on party building activities in real time, providing a basis for optimizing the content and form of activities.

5.5.2 Promote Online Party Building Activities

In order to solve the problem of fragmented time for merchants, it is suggested to promote online party building activities. Through online live broadcasting, online learning and online interaction, merchants can participate in party building activities at any time after busy business.

6. Conclusion and prospect

6.1 Research Conclusions

After an in-depth analysis and study of the party building in Taishan South Road community business circle, we draw the following conclusions:

The Party building in the Taishan South Road Community business district has achieved significant results in organizational structure. By establishing a joint Party branch for the business district, dynamically identifying Party members, and flexibly forming Party groups, the coverage of Party organizations in the business district has been effectively increased, and the management of Party members has become more standardized and refined.

In terms of exemplary leadership, the Taishan South Road Community Business District Party Building has also performed outstandingly. By offering practical courses, introducing immersive education, and innovative activities such as the "Business District Fresh Wind Gathering," the business district's Party organization has successfully ignited the patriotic enthusiasm and fighting spirit of merchants, playing a vanguard and exemplary role for Party members.

In addition, the party building in Taishan South Road community business district has also made positive progress in the exploration of intelligence. Through improving the smart party building platform, promoting online party building activities and other ways, the informatization level of party building in the business district has been significantly improved.

6.2 Research Prospects

Looking into the future, Taishan South Road community business district party building still has broad space and potential for development.

On the one hand, we can further explore the deep integration of party building in business districts and community governance. By strengthening the linkage and cooperation between party organizations in business districts and communities, we can jointly address issues encountered in the development of business districts and communities, promoting their coordinated development.

On the other hand, we can enhance the exchange of experience in party building with other urban business districts. By interacting and collaborating with party organizations in other urban business districts, we can draw on their advanced experiences and practices, promoting theoretical innovation and practical development in the party building of the Taishan South Road community business district.

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