

# Exploration and Thinking of Enterprise Nursery Service

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**Abstract:** Since the implementation of China's three child policy, childcare services have become a hot topic in society. Developing childcare services is one of the most important supporting measures to optimize China's fertility policy. This paper analyzes and compares the research status of childcare services at home and abroad, defines the childcare needs of domestic infant parents, and describes in detail the enterprise type childcare services through the construction of the basic elements of the service package, and thinks about the future development of infant childcare.

**Keywords:** Three Child Policy; Child Care Services

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## 1. Background

Compared with the data of the sixth national census, the proportion of the population aged 0-14 increased by 1.35 percentage points, and the proportion of the population aged 60 and over increased by 5.44 percentage points. Population aging has become a major problem in front of China. In order to optimize China's population structure and alleviate the aging process, the Central Committee held a meeting in 2021 to review the "decision on optimizing Fertility Policies and promoting the long-term balanced development of the population", and put forward the implementation of the policy that a couple can have three children and the corresponding supporting policies. However, economic and social factors such as economic burden, infant care and female career development have become important factors affecting fertility, What follows is the care and education of 0~3-year-old preschool infants.

Therefore, it is an urgent task for the society to study the problem of childcare services for 0-3-year-old children in China and speed up the promotion of improving the social childcare service system, which is of great help to improve young people's fertility willingness, promote the implementation of the "three child policy" and improve China's population structure. On the other hand, the level of children's education reflects the talent training level of a country. More and more developed countries have brought childcare services into the field of public services, which further reminds China of the urgency of developing the childcare market.

Since 2016, the government has repeatedly mentioned the development of nurseries in relevant policies and regulations. In 2019, the standards for the establishment of nurseries (for Trial Implementation) and the management specifications for nurseries (for Trial Implementation) were issued, which standardized the establishment and management of nurseries. In 2022, Beijing issued the implementation plan on optimizing Fertility Policies and promoting long-term balanced population development, which supports qualified employers and large parks to provide childcare services for their employees, and encourages state-owned enterprises to actively participate in the construction of a universal childcare service system. With the increasing attention of the society to infants and young children and the increasing support of national policies, the trend of enterprise type childcare services is improving.

## 2. The current situation of enterprise type childcare services

Japan officially launched enterprise led childcare services in 2016, and formulated a series of support policies for this service. The implementation of this policy has mobilized the enthusiasm of enterprises to participate in the supply of childcare services, and reduced the difficulty coefficient of the establishment and operation of enterprises. The Japanese government takes corporate childcare funds as the main source of funding, and provides stable and generous financial

subsidies for this type of childcare services; So far, the supporting policies in all aspects have tended to be perfect and achieved remarkable results. [1] In the development of public childcare services in France, there is a coexistence of publicity and marketization. Its public childcare services are provided through the government and market systems. On the one hand, the French government guarantees the needs of most families by establishing unified community care institutions. On the other hand, in order to meet the personalized care needs of different families, the French government encourages private capital to participate in the supply of care services through financial subsidies and other means.

In China, enterprise infant kindergartens appeared in the 1950s. At that time, they were established for factory and mining workers to solve the problem of their children entering the kindergarten, and played an important role [2]. However, the existing enterprise childcare services still have many disadvantages, such as uneven quality of childcare services, lack of relevant policy guidance, lack of professionals and so on [3]. Taking the parent-child Park of Ctrip in 2015 as an example, Ctrip built the parent-child park by purchasing professional childcare services to provide convenience for employees. However, due to lack of management experience and lack of qualification certification, Ctrip parent-child park has frequent problems. From this point of view, at present, the service level of domestic enterprises in providing nurseries is still in the primary stage, and they are not only facing the problem of insufficient funds, but also facing the problems of venues, teachers, responsibilities and risks. There are many aspects that need to be improved both in national policies and enterprise management.

### 3. Exploration of enterprise nursery service

Based on the above analysis, we analyze the childcare services that enterprises can provide from the perspective of service package construction. In the process of establishing the basic elements of the service package, you need to answer the goal to be achieved (what); To whom (who); Choose which technical services and the combination, coordination and overall planning of various technical services (how) [4].

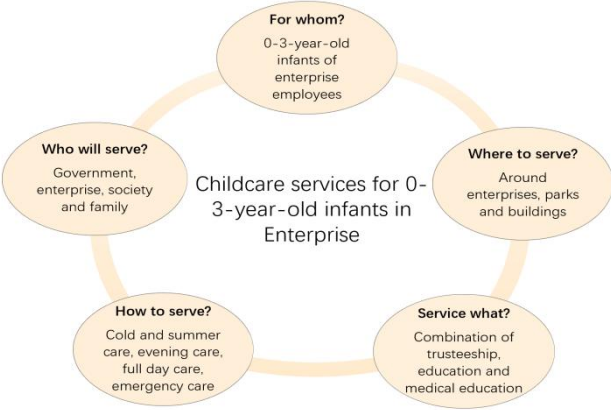


Figure 1 The core content of "five w services"

The core of the answer to what in the care service package is to clarify what measures the care service package should take to solve the parenting problems of which group of people. In big cities such as Beijing and Shanghai, the pressure of infant care and family economy has become a "mountain" overwhelming young parents. The enterprise childcare service is to improve this situation and alleviate the reproductive pressure of contemporary young people. At the end of 2015, Ctrip established the "Ctrip parent-child Park" infant custody service in cooperation with relevant institutions, mainly to meet the needs of a large number of 1-3-year-old infants in families who are unattended. In 2017, the Shanghai Federation of trade unions carried out various forms of care services for employees' children, such as winter and summer care and evening care, in parks, enterprises and other units where employees' needs are concentrated and conditions permit. A total of 12 government agencies, enterprises and institutions were selected to carry out the pilot of "parent-child studio".

Under the constraint of what, for the decision of who, the entry and exit conditions of service objects need to be set, and enterprise childcare is different from general childcare institutions, and there are specific object sources on service objects [4].

Therefore, the access conditions for the service object can be: one of the parents belongs to the employee of the unit, a double working family, and 0-3-year-old infants.

According to the regulations of what and who, the core of answering how is to transform the safety, effectiveness and sustainability required by what into an organic combination of people, machines, materials, methods and environment in the service scenario, and to clarify the service team, the whole service process, as well as technical specifications and support.

We generally describe the childcare services provided by the enterprise for employees from the specific composition of the service package. The following are mainly described in three aspects.

#### (1) Supporting facilities

In order to establish a standardized and professional nursing service institution, according to the notice of the National Health Commission on printing and distributing the standards for the establishment of nursing institutions (Trial) and the management specifications of nursing institutions (Trial), combined with the actual situation, land with good natural conditions and in line with health and environmental protection requirements is selected around the enterprise or in the park, and appliances that meet the characteristics of infants at all ages and relevant national safety and quality standards and environmental protection standards are equipped. At the same time, there should be an outdoor activity site, and there must be corresponding safety protection facilities.

#### (2) Explicit service

Childcare services have the functions of nursing and education for infants and young children, meet the needs of enterprises or different families in the park for childcare, and provide professional, safe and age appropriate early education services for infants and young children. Combine infant health care with childcare services to provide scientific and professional health management and early education services for infants aged 0 to 3. Provide scientific and professional "combination of medicine and education" services for infants<sup>[5]</sup>.

#### (3) Invisible service

For enterprises, providing reassuring childcare services for employees not only enables employees to better balance work and family, but also reduces various problems caused by female employees' childbirth. Secondly, it also helps to improve the labor relations between enterprises and employees, improve the work efficiency and enthusiasm of employees, and ultimately bring greater economic and social benefits to enterprises.

## **4. Countermeasures and suggestions for the development of infant care**

### **4.1 Complementary advantages of government enterprise cooperation**

#### **4.1.1 Enterprises provide sites and invest in construction.**

Site cost is one of the main costs of the construction and operation of nurseries. If sites are provided by parks or enterprises, the supply cost of nurseries can be greatly reduced, which lays a good foundation for the formulation of moderate price of nurseries.

#### **4.1.2 Coordinated development of multiple departments.**

Since the administration of childcare services involves the authorities and interests of education, women's federations, civil affairs, health and other departments, it is necessary to build an administrative responsibility system for childcare services<sup>[6]</sup> and establish an effective management service mechanism. For example, strengthen the technical guidance and industry management of the health department to the nursing service institutions; Bring the nursing practitioners into the teacher management system of the education department, etc.

### **4.2 Relevant policies and regulations support**

At present, the relevant laws, regulations and policies on 0-3-year-old infant care services in China are very imperfect,

and there are problems such as the lack of management system of care institutions and the unclear responsibility boundary of relevant government departments. Facing the huge demand for infant care services, public care services need more guidance from policies and regulations, and policies, laws and regulations in line with the actual situation should be introduced as soon as possible according to China's national conditions.

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