

Youth Development Oriented City Construction: Policy Text, Logic and Practical Strategy

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Abstract: The construction of youth development oriented cities is the finishing touch of youth work in the new era, and also an important aspect of talent competition among cities in the future. Urban development is closely related to human resources, especially the concentration of young talents, ability and quality, and the introduction and training mechanism. Based on the preliminary idea of building Yangzhou into a youth development oriented city, it is of positive theoretical and practical significance to explore the practical direction of constructing the mechanism of youth talent introduction, training and education in non first tier cities for doing well in youth service in the new era.

Keywords: Youth Development City; Communist Youth League; Youth Development; Youth Services

1. Introduction

The construction of a youth development city mainly focuses on solving the following seven problems: improving the timeliness and timeliness of youth ideological education, We should improve the physical health of young people, strengthen social education and practical education for young people, solve the structural contradiction of youth employment, stimulate young people's enthusiasm for entrepreneurship and innovation, care about helping young people's marriage, love, social security and other aspects, and establish an institutional mechanism for coordinating youth development.

2. The Strategic Significance of Striving for a Pilot City of Youth Development for Yangzhou City Development

Recently, the Youth League Municipal Committee has carefully studied the Opinions on Carrying out the Youth Development City Construction Pilot (Zhongqing Lianfa [2022] No. 1) (hereinafter referred to as the "Opinions"), and according to the specific requirements of the Medium and Long Term Youth Development Plan (2016-2025) (hereinafter referred to as the "Plan"), the construction of a youth development city mainly focuses on solving the following seven problems: improving the timeliness and timeliness of youth ideological education, We should improve the physical health of young people, strengthen social education and practical education for young people, solve the structural contradiction of youth employment, stimulate young people's enthusiasm for entrepreneurship and innovation, care about helping young people's marriage, love, social security and other aspects, and establish an institutional mechanism for coordinating youth development. ^{[1][2]}

First, it will help Yangzhou, a "good place", take the lead in the talent competition in non first tier cities. In recent years, many cities in China have begun to make innovative explorations in building youth development and youth friendly cities. At present, in addition to Shanghai, Shenzhen, Wuhan, Chengdu, Nanjing and other first tier cities, Jinan proposes to accelerate the construction of a youth friendly city to attract more migrants to integrate into Jinan, write their dreams and achieve their careers.

Second, it is conducive to promoting the industrial development and structural optimization of "good place" Yangzhou in depth. Urban development cannot be separated from young people. Only when the growth tension of young people is transformed into the power of entrepreneurship can we win wider space for the priority development of cities, and help cities become more responsible,

more effective and more high-quality in government governance, public policy, infrastructure, public services and other fields. [3]

Third, it is conducive to helping Yangzhou City, a "good place", "young" and "green and powerful". The number and quality of young people will directly affect the promotion of Yangzhou's regional competitiveness at present and in the future. A series of youth support policies can be given priority, and the city's "youth harmony" will be further strengthened, and a good ecology suitable for young talents to innovate and start businesses and let young people make full use of their talents will also be further created. [4]

3. The Practical Strategy of Striving to Create a Pilot City for Youth Development

3.1 Target Tasks

First, let the young people "enjoy coming from afar" with "friendly Yangzhou". Second, let the youth "shine" with "realizing the dream of Yangzhou". Third, let youth live and work in peace and contentment with "livable Yangzhou".

3.2 Action measures

First, the trinity of "industry+employment+entrepreneurship" will enhance economic inclusiveness. This requires the formulation of special policies to encourage youth employment, entrepreneurship and youth probation. Specify various subsidy standards and application methods for flexible employment social security subsidy, youth employment training subsidy, youth entrepreneurship subsidy and other subsidies for youth aid recipients. [5] We will strengthen support for young entrepreneurs, cooperate with industrial highlands and colleges and universities, serve young people's innovation and entrepreneurship, and help young entrepreneurial enterprises solve bottlenecks such as financing, talent, office work, and research and development. [6] Cultivate the local youth entrepreneurship atmosphere, encourage the development of young people's new business forms, stimulate young people's enthusiasm for innovation and entrepreneurship, help more scientific and technological innovation achievements to be implemented, and promote the improvement of the mass entrepreneurship and innovation service system. [7]

Second, "attract+absorb+absorb" step by step to enhance political inclusiveness. First, by constantly strengthening the construction of grassroots league organizations, we care about the growth of young people, attach importance to strengthening the ideological and political guidance of young people, and help young people establish correct values, right and wrong views. The second is to promote the construction of youth communities, attract representative young talents from the city to join the Youth Federation, and let the majority of young talents actively participate in political, economic and social life such as participating in the deliberation and administration of state affairs and governance innovation. Third, we should give play to the advantages of young people's passion and dedication, call on young people from all walks of life to participate in voluntary services regularly, launch a number of brand voluntary service projects that are needed by the community, popular with young people and welcomed by the masses, further expand the coverage of voluntary public welfare activities, and improve the youth social organization system.

Third, the policy of "peace of mind+comfort of heart+warmth of heart" should be coordinated to improve social, cultural and spatial inclusiveness. First, improve the quality of public services. In terms of housing (rental) security, learn from the experience of other cities, balance the allocation of youth cultural and sports resources, improve the public cultural service network, promote the free opening of public cultural facilities, and enrich youth cultural life. Try to use the idle space to build and operate "Youth Posthouse" to meet the needs of young people in the short term. Second, enrich recreational and sports activities. To build a youth cultural brand project, we should rely on the symbolic cultural carrier to organize influential cultural brand activities to attract young people. This requires improving the operation of venues such as the Grand Canal Theatre and urban study, vigorously developing youth theaters and youth theaters, regularly holding youth salons, youth clubs and other activities, and establishing and upgrading a number of brand music festivals and camping festivals to make the city more "literary and artistic" in the hearts of young people. Third, vigorously develop the "youth economy". Youth are the main consumers of holiday economy and night economy. Focusing on the characteristics of youth consumption, accelerate the introduction of IKEA, Sam and other brand first stores and flagship stores, and support enterprises to hold more debut, debut and exhibition activities. Based on the whole business model of "food, accommodation, travel, shopping and entertainment", we will encourage the development of new business models for young people, and develop such business models as urban night tour, parent-child tour, self-service tour, research and study tour. Encourage youth organizations to

carry out activities, develop online and offline fusion stores, indoor theme parks, leisure sports, cultural entertainment and other emerging formats, promote the creation of a number of fashionable consumer blocks, and guide time-honored brands and specialty stores to create experiential consumption scenes.

To sum up, through striving for the national youth development oriented city construction pilot and building the city brand of "Dream Chasing Youth • Vitality Yangzhou", we can think about how to vigorously promote the people-centered new urbanization process in the new era, how to build a benign interactive "city youth relationship", how to enhance the attractiveness, absorption and carrying capacity of Yangzhou for youth development in the benign interaction, and how to give play to the youth's participation in the development of Yangzhou Innovation and contribution have important and positive practical significance.

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