

The SWOT Analysis on Social Security of Transferring Agricultural People in Chongqing

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Abstract

The 18th National Party Congress firstly used the words of “Transferring Agricultural People” to replace “Peasant-worker”, it gives full expression to the respect and attention of the Party Central Committee to them, and in the report, it clearly proposed to establish a social security system that covering both urban and rural residents. This article adopts the method of SWOT with the realities in Chongqing to analyze social security of the transferring agricultural people, then finds the advantages and disadvantages of its development, simultaneously, provides the appropriate strategy according to the analysis results.

Key words: Chongqing; Transferring agricultural people; Social security; SWOT analysis

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INTRODUCTION

The *New Urbanization National Plan (2014-2020)* clearly proposed to extend the coverage of fundamental public service in towns from registered population to permanent

resident population, so that these public service can help the transferring agricultural people who work in town but not registered in there. With the adjustments of our national industrial structure, a lot of rural labors flocked to towns to work, they made contributes to the construction and development of towns, especially in Chongqing, which has the social characteristics of “big rural area, and big mountain area.” According to the data of National Bureau of Statistics, the population of Chongqing in 2012 as Table 1 shows, and the urbanization rate is 56.98%. The transferring agricultural people promote the industrialization development and modernization process of Chongqing invisibly, while, under the new situation, their social security problems become obstructions to their survival and development, and so, there appears a new contradiction in urban to resolve.

Table 1
The Population of Chongqing in 2012

Population Number (million)	Population			Permanent residents in urban
	Total	Rural	Urban	
	3.4	1.3	1.7	3

1. THE SWOT ANALYSIS

The SWOT analysis is an enterprise strategy analysis method, which proposed by Heinz wehrich, who is a professor in University of San Francisco in the early 1980s, and this method mainly be used in business strategy policy, regional planning, and national development strategy research. To be specific, it is an analysis method that based on the strengths, weaknesses of the inner system, and opportunities, threats of the external environment to establish a matrix model, then, integrating the findings to get appropriate strategies (Yang, 2013). The matrix model as Table 2 shows.

Table 2
The Matrix Model of SWOT Analysis

	Inner system	
External environment	Strengths	Weaknesses
Opportunities	Strengths & opportunities	Weaknesses & opportunities
Threats	Strengths & threats	Weaknesses & threats

The SWOT analysis makes the inner system and external environment as a static state during a certain period, although, it has the construct of hypothetical, but perfects for the periodic decision in the continuous planning. The social security problems of transferring agricultural people in Chongqing involve many aspects with a complex relational network, it can not be resolved in a short time, and so, the SWOT analysis is well suited for it.

2. THE STRENGTHS OF SOCIAL SECURITY OF TRANSFERRING AGRICULTURAL PEOPLE IN CHONGQING

The strength means the factor that transferring agricultural people in Chongqing possess specific to social security.

2.1 The Improvement of Vocational Skill

The Chongqing government devoted to improve the vocational skills of transferring agricultural people in 2009, and issued two policies: *The Further Notice to Improve Peasant-Worker's Job of Chongqing*, and *The Employment Promotion Regulations of Chongqing* to implement the vocational skills of transferring agricultural people. Specifically, the government carried out some training, such as, classification training, pre-job training, enterprise training and so on, what's more, there also established the authentication mechanisms of vocational skills (Wang, 2010). The trainings of vocational skills changed the past labor output employment situation of transferring agricultural people in Chongqing, and the study of new skills promoted their ability, changed their employment concept, improved their employment rate. So, the support of vocational skills and jobs provides the basic platform of social security of transferring agricultural people.

2.2 The Promotion of Values

With the cultivation of modern civilization, the

transferring agricultural people not only improved their living habits, but also changed their values. Some of them, especially the youth people, they accorded to their interesting and future goals when choosing a job, and did good at making a job as a "spring-board" to realize their goals, some of them made full use of the preferential policies to starting a business with their countrymen. So, the promotion of values is the ideological guarantee to promotion of the social security of transferring people.

2.3 The Enhancement of Right-Protection Awareness

The experience of work in town broaden the version of transferring agricultural people, except the value change, their right-protection awareness also enhanced too, especially through the carry out of law dissemination education, and policy interpretation activities, the transferring agricultural people gradually realized that they are protected and respected by the law, and the government pay attention on their survival and security, when they confronted with unfairness treatment, they can use the rights given by the laws to fight, but not choose tolerance or adopt some extreme methods, furthermore, they can seek for help from the media.

3. THE WEAKNESS OF SOCIAL SECURITY OF TRANSFERRING AGRICULTURAL PEOPLE IN CHONGQING

The weakness means the factor that transferring agricultural people in Chongqing possess specific to social security.

3.1 Cognitive Deficiency

Although the transferring agricultural people improved their value and right-protection awareness during their work time in urban, but they still have deficiencies in their cognition, especially on the aspect of social security. According to the data of National Bureau of Statistics in 2012, the insured number of transferring agricultural people is unsatisfactory (Table 3). And according to an investigation, only 17.88% of them took 4 or more items, 14.57% of them took 3 items, 19.21% of them took 2 items, 31.79% of them took 1 item, and 16.56% did not buy any item (Zhou, 2012). What's worse, some workers even required quit insurance to increase the wage.

Table 3
The Insured Number of Transferring Agricultural People in 2012

Item	Transferring agricultural people	Endowment insurance	Unemployment insurance	Medical Insurance	Work injury insurance	Maternity insurance
Number (million)	1.3	0.7	0.3	0.5	0.4	0.2

3.2 Extensive Job Mobility

The job mobility of transferring agricultural people in Chongqing appears an extensive trend, especially the worker who experienced vocational skills training, after got the certification, they flocked to the coastal areas that need more employees, unfortunately, when they confronted with the financial storm, they came back to hometown to wait for another chance to go out for work. While, currently, the current social security network is immature, it exists as some separate regions in different provinces, so, the related social insurance can not follow the worker's mobility totally, especially the work injury insurance. So, their instability of work orientation brings the troubles to their social insurance, even increases the burden of insurance amount.

3.3 The Residence Registration

According to the data of National Bureau of Statistics in 2012, there are 2.3 million people hold the rural household registration. Most of transferring agricultural people do not want to change their residence registration, they enjoy the preferential policies in rural areas, and do not willing to give up their cultivated land, what's more, they make their cultivated lands as a chip to old age, and wait for the increase of land price (Lu, 2013). While, the revolution of residence registration in China is a long process, most transferring agricultural people do not want to change their residence registration, they live in urban, but they cannot enjoy the urban social security system at the same time.

4. THE OPPORTUNITY OF SOCIAL SECURITY OF TRANSFERRING AGRICULTURAL PEOPLE IN CHONGQING

The opportunity means the good condition that provided by the external environment to transferring agricultural people in Chongqing specific to social security.

4.1 The Support of National Policy

Our country has issued many important policies about agricultural, rural area, and farmer to benefit agricultural development, rural construction, and farmer's living condition. It shows the attention and concern of our government to transfer agricultural people, and serious kinds of livelihood policies raised the related problems of transferring agricultural people to a strategic height, focus on the survival and development of them, support the construction and perfection of social security of them. In addition, to accelerate the exploration of problem resolve and the construction of Midwest area economic development, the State Council approved Chongqing as a pilot area of urban-rural comprehensive development reform in 2007, so that Chongqing can adopt some reform paths to implement innovation, and this action absolutely

provide a further platform to the social security reform of transferring agricultural people.

4.2 The Support of Local Policy

To implement the social security of transferring agricultural people, Chongqing government have issued some policies too, such as: in 2007, they issued *The Trial Measures for Rural Migrant Workers Endowment Insurance in Chongqing* to establish a low insurance cost, wide coverage, and transferable endowment regimes, after that, the government made the migrant workers endowment into the town basic endowment insurance for enterprise employees; in 2008, they issued *The Notice of Trial Measures for Municipal Migrant Workers Medical Treatment of a Serious Illness Insurance in Chongqing* to establish the medical insurance regimes of low insurance cost, serious illness guarantee; in 2012, they issued *The Notice of Related Problems for the Combination of Migrant Workers Medical Treatment of a Serious Illness Insurance and Urban Basic Worker Medical Treatment Insurance System* to made the migrant workers medical treatment of a serious illness insurance into urban employee basic medical insurance.^[4] So, we can easily find that the Chongqing government spare no efforts to improve and promote the social security of transferring agricultural people step by step.

4.3 The Support of Local Economy

Chongqing as a municipality directly under the central government, has a quick speed of economic development, especially the primary industry and secondary industry, and that form provides a platform for the survival and development for the migrant workers. According to the data of National Bureau of Statistics in 2012, the total number of gross regional domestic product is 11409.60 billion, it ranked 6 all over the whole country. Among it, the number of added value of primary industry is 940.01 billion, which ranked 1 all over the whole country; the number of added value of secondary industry is 5975.18 billion, which ranked 3 all over the whole country; the number of added value of tertiary industry is 5975.18 billion, which ranked 6 all over the whole country. So, the overall strength of economy, industrial structure, and development speed can provide financial support for the social security of transferring agricultural people in Chongqing.

5. THE THREATEN OF SOCIAL SECURITY OF TRANSFERRING AGRICULTURAL PEOPLE IN CHONGQING

The Threaten means the bad condition that provided by the external environment to transfer agricultural people in Chongqing specific to social security.

5.1 The Handicap of Household Registration System

Our country is in a key period of social structure change, system mechanism transformation, interest structure adjustment, and value improvement. The trend of city and countryside integration is promoted, but it need a long period to realize, the urban and rural dual structure of the household registration system remain exist, and serious kinds of basic public service have close relationship with it, such as, education, employment, medical, and social security. So, for a long period in the future, the urban and rural dual structure of the household registration system will block the promotion of social security of transferring agricultural people (Zhao & Sun, 2012).

5.2 The Deficiency of Laws and Regulations

The social security of transferring agricultural people in our country lacks the comprehensive laws and regulations, and most of the related regimes are mingled in other laws and regulations. While, our country issued *The Social Insurance Law* in 2011, it actually just a frame type law, which need more detail regulations to perfect it, besides, the social insurance in the law still separate based on the household registrations, it cannot help to resolve the problems in transferring agricultural people social security in some realities (Zhao & Sun, 2012). what's worse, it is necessary to improve the social security of transferring agricultural people from the perspective of laws, according to the construction of a state with an adequate legal system, only approved by the law, can the social security of transferring agricultural people get more concern.

5.3 The Deficiency of Special Fund

Although the social security has a close relationship with the survival and development of transferring agricultural people, but it lacks juridical status, so the special fund is deficient. Chongqing has a strong trend on the aspect of economic development, but in the fiscal expenditure, there just a little proportion belongs to the social security. According to the data of National Bureau of Statistics in 2012, the number of general budget expenditure of local finance in Chongqing in 2012 is 3046.0008 billion, but the number of social security and employment expenditure is 403.05 billion, just take 13% of the total expenditure. The whole expenditure of social security just accounts a little ratio, much less the part belongs to the transferring agricultural people.

6. THE STRATEGIES TO SOLVE THE SOCIAL SECURITY PROBLEMS OF TRANSFERRING AGRICULTURAL PEOPLE IN CHONGQING

Though the SWOT analysis on social security of transferring agricultural people in Chongqing, we combine

its strength, weakness, opportunity, and threaten, then make a matrix by combining SO, ST, WO, WT to get the following strategies.

6.1 Continuous Improvement: Vocational Training and Legal Education

The vocational training program of transferring agricultural people has achieved initial success, and the employment rate of migrant workers has raised obviously, according to the report of news, in 2012, the number of local migrant workers in Chongqing is bigger than that in the external city, and it can improve the migrant workers' employment rate gets a high point (Wen, 2012, November 1). So, it is necessary to keep on promoting this activity, and the government should put it on an outstanding position.

To protect the rights of transferring agricultural people, Chongqing set the first migrant worker day in 2007, that is to say, every first Sunday of November is called as "migrant worker day", and each year of this day, the government will choose one topic about right protection to explain to them. What's more, the work of legal education should broaden its coverage and dig more content to make the migrant workers know how to protect themselves correctly, especially on the aspect of social security.

6.2 Enhance the Defense: Social Insurance Premiums and Social Insurance Regimes

The social security includes endowment insurance, medical insurance, work injury insurance, employment insurance, and maternity insurance, as to the migrant workers, the insurance premiums seems too high, if they buy all kinds of insurances, so, we suggest that they can buy the insurance through the way of categorical and hierarchical, and the categorical aims to respect the realities they experience, if they want to change their household registration, then we encourage them to buy the insurance continuously; if they do not want to change, just go out for short time work to make money, then we should respect their chose; if they always in other city, we suggest them deferred the premiums; the hierarchical aims to respect the migrant worker's salary, they can choose the kinds that they most want to buy, for example, the endowment insurance need a long time to get the payback, so, they can choose buy the medical insurance firstly (Lu, 2013).

The social security regimes are implemented all over the world, but the center of these regulations is focussed on the local residents, while most migrant workers often change their workplaces, and the network of social security that covers the whole country still not finishes. We should establish a transferable information base of social security system, and the insurance can move with the insured to break the limit among different provinces.

6.3 Timely Avoid: Urban and Rural Dual System of the Household Registration System and Social Security Cognitive

The urban and rural dual system of the household registration system is the precondition of balance the living condition of urban and rural residents, and our employment, social security still have direct relationship with the household registration, what's more, it also influences the continue of social security. So, the household registration must be reformed in time.

The social security cognitive deficiency is the objective reason for the promotion of social security, even if they have the money, they willing not to buy the insurance. The legal education just lets the migrant workers understand their right, and the companies, social organizations, vocational institutions should broadcast the benefit to take social insurance to improve their cognitive.

6.4 Mainly Solved: Special Legislation and Special Fund

Based on the mandatory feature of the law, the social security of transferring agricultural people can raise its position, and there must be laws to follow when facing the related problems, at the same time, we should perfect the current laws to establish a specific system about it.

The promotion work of social security of migrant workers needs specific fund to support it, and this is a livelihood project, especially to the characteristic of "big rural" in Chongqing. What's more, there needs more fund to support the insurance premiums that the migrant workers cannot afford (Zhao, 2011). Simultaneously, we should establish a mechanism to assess specific fund to make sure its availability.

CONCLUSION

After the SWOT analysis on social security of transferring population in Chongqing, we can get the following conclusions. Firstly, we should keep on promoting the policies of vocational training and legal education; secondly, the social insurance premiums and social insurance regimes must be enhanced by the government; thirdly, the urban and rural dual system of the household registration system should be improved by the government, and the transferring population in Chongqing must have a right cognition of social security; last but not least, the special legislation and special fund must be established in time.

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