

# District upgrades, launches new administrative services

Yang Yujie and Shi Jingyun

JIADING District has been working hard to improve people's sense of gain, happiness and security through expanding its administrative service functions to meet people's needs.

## Neighborhood centers

The suburban district's Wojia Neighborhood Centers are an example of the district government's commitment to providing one-stop platform for residents' culture and art, wellbeing, parent-child and catering needs.

According to an earlier plan, the district will construct 66 Wojia neighborhood centers during the 14th Five-Year Plan period (2021-2025). So far, 43 have been completed, with an additional 10 planned for this year.

Jiangqiao Town's Wojia Neighborhood Center at 366 Haibo Road serves over 90,000 people from 11 communities.

The neighborhood center offers government affairs, elderly care, medical care, culture and sports, parent-child relationships, and other services to improve residents' daily lives.

The Wojia Restaurant there is open to all residents, and the district and town governments subsidize qualified senior diners.

The second-floor reading corner at the Xianghua Wojia Neighborhood Center in Nanxiang Town is a popular place to relax. One can read a book for hours or talk to other bookworms.



People submit applications for various government services at the Shanghai Jiading District Administrative Service Center. — Xu Chenyi

To diversify and improve its services, the Anting Auto City Wojia Neighborhood Center invited socially-run organizations and enterprises. The center provides free space for qualified organizations and enterprises in education, culture, sport and wellness to provide services to residents at lower prices.

## One-stop service platform

Enterprises and residents can get efficient and convenient government services at the Shanghai Jiading District Administrative Service Center, which opened as the largest single-building administrative service center in Shanghai in 2019.

The center has 31 functional departments that handle over 630 government service issues.

Special areas for seven fields and 162 integrated windows are set up to offer services for all stages of business and personal development.

The administrative service center's self-service terminal equipment allows people to print important documents like social insurance certificates.

A window has been set up to listen to residents and businesses who can't get things done and offer advice and help to improve its service.

The center has also launched four "new-format" services, such as speed channel, video-assisted operation and personal assistance, to make administrative services more standardized, easy to use and efficient, which have received positive feedback from the residents and enterprises.

# Life center preparing for a digital future

Li Huacheng and Shi Jingyun

DIGITAL technology is changing people's lifestyles.

In suburban Jiading District, a new Digital & Intelligent Life Experience Center is open for trial to visitors, who have thronged the place since its opening in February.

Various digital and intelligent applications are on display at the 2,000-square-meter center, such as the naked-eyed 3D display, AI-powered robot cook and digital live broadcasting room.

Visitors, mostly local residents and business employees, can use the center's spaces and livestreaming studios for various activities.

"Digital wearable and household devices will play a bigger role in our family and community life," said center founder Yu Junhai. "Seven themed scenarios, including elderly, parent-child, scientific and technological innovation, smart home, wearable and naked-eyed 3D devices, cover key areas in digitization's future. We hope more people can visit the center and experience the future digital life."

Opening time: Tuesday-Sunday, 9am-6pm  
Reservation: 186-1699-2855  
Address: 2/F, Block E, Dobe E-Manor of Jiajia, 2390 Juyuan New Area



A woman tries an automatic cook machine to prepare a dish. — Cai Chenhao

# Jiading influencer opens a bookshop in Shanghai Tower

Xi Rou and Shi Jingyun

HUNZHI, a social media influencer in Jiading District with 60 million followers, has opened the first offline store, Hunzhi Books, in Shanghai Tower, China's tallest skyscraper.

Chen Lei, the store owner's real name, used to be an auto designer in Jiading. In 2013, he began drawing historical stories by hand on his own WeChat official account "Hunziyue."

He later resigned and concentrated on explaining difficult knowledge in an easy-to-understand manner to popularize science and culture.

Hunzhi Books occupies nearly 2,000 square meters in the underground space at Shanghai Tower. Cartoons



Hunzhi Books at Shanghai Tower

created by Hunzhi can be found there and can help readers understand a concept in 30 seconds.

"We are a team dedicated to spreading knowledge," Chen said,

adding that the bookstore's opening was another watershed moment for Hunzhi. "This means that we can spread knowledge in a variety of ways, from online to offline."

Instead of traditional book classification, the Hunzhi team recommends books from the perspective of problem solving.

The bookstore has many distinguishing features. Visitors to the creative experience zone can learn about the Hunzhi team's cartoon creation process.

Readers can design their own avatar and print the pattern on cultural and creative products to create a one-of-a-kind gift at the "Hunzhi Universe" section.

The knowledge-sharing flash zone will collaborate with authors and platforms from various fields to provide visitors with interesting and inspiring cultural exchange and display.

The bookstore's Hunzhi Theater, Hunzhi Coffee and Hunzhi Bar highlight the vitality and creativity of this new bookstore.

Postcards, enamel cups and paintings with distinctive Jiading characteristics can be found in the store.

Chen has high hopes for the future. "I will do everything in my power to make Hunzhi Books a highlight of Shanghai Tower," he said. "And I hope it becomes a name card of Shanghai in the future."