

Practical Exploration of the Transformation and Development of Gansu Jinhua Group Company in the New Era

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Abstract

Enterprise transformation development is an important way of connotation high quality development in the new period, is an important economic thought of socialism with Chinese characteristics in Xi Jinping's new era, enterprises adhere to the party building leading, reform and innovation, further improve the system mechanism transformation, walk in the forefront of high quality development, is the inevitable requirement of sustainable and healthy development of the enterprise, but also the active choice of enterprises to adapt to the new normal situation. This paper discusses the transformation and development practice of Gansu Jinhua Group Company, and summarizes some working experience.

Keywords

Gansu Jinhua Group Company; Transformation and Development; Practical Exploration.

1. Introduction

Gansu Jinhua Group Company under the strong leadership of Jinchang municipal party committee, always adhere to Xi Jinping's socialist ideology with China's characteristics in the new era as the guidance, earnestly implement the general requirements of party to party and strict party, give full play to the party committee of direction, vision, ensure the leadership of the core and political core role, unswervingly strengthen armed theory, comprehensive compaction ideological work responsibility system, adhere to the center, service the overall situation, adhere to the new development concept, deepen reform, for the company seek transformation and achieve high quality development to provide a strong political guarantee.

2. We Will Improve Party Building and Provide a Political Foundation for High-quality Development

Party political building is fundamental to Party building. We must take Party political building as the leadership and consciously maintain a high degree of consistency with the CPC Central Committee with Comrade Xi Jinping at its core. We should take the opportunity of the theme education of "staying true to our original aspiration and keeping our mission firmly in mind" to encourage Party members and officials to earnestly improve their political standing, strengthen their responsibilities, and strive to promote the High-quality development of enterprises in the new era[1].

First of all, we should conform to the trend of The Times and enhance the commitment to the pursuit and spiritual motivation of loyalty to serving the country. Enterprise cadres and employees should change the work thinking mode, pay attention to the overall situation, responsibility, dedication, strengthen the responsibility, always implement the concept of pursuing quality and efficiency, and strive to achieve a win-win situation of employee personal value and the value of contribution to the enterprise.

Secondly, we should give full play to the role of the grass-roots party branch battle fortress. Grass-roots Party branches should further enhance their political awareness, strengthen their

ideals and beliefs, stimulate the sense of responsibility and mission of Party members and cadres to "work for the Party in the economic field", and implement their learning results to staying true to their original aspiration, their mission in mind, and do their own work well.

Thirdly, we need to maintain political resolve and persistently promote Party conduct, build a clean government and fight corruption. We must continue to correct the "four winds", give top priority to strict words, strengthen oversight and inspection, and deepen our work style. We should do a good job in discipline education, dare to supervise, be good at supervision, grasp early and small, check erroneous ideas at the outset, and promote a good atmosphere where active supervision and conscious acceptance of supervision promote each other.

3. Change Our Concept and Make Good Ideological Guidance for Innovation, Transformation and Development

The degree of change concept determines the depth of reform; the speed of change concept determines the speed of development. After 57 years of rolling development, the company's production and operation scale has expanded, the product varieties have been diversified, the product quality has also won the trust of users, and the social image and influence of the enterprise have been continuously improved. However, the structural pattern of producing fertilizer only and dominance on fertilizer purely has not changed, and it still relies on traditional fertilizer to maintain survival and development. The solidification mode of this structural pattern and the path dependence on the system and mechanism unavoidably lead to derivative ideas, rigid thinking, outdated consciousness, slow reaction, slow action and rigid thinking.

If the company wants to achieve the "three-step" development plan and two strategic development goals, it should first emancipate the mind, strive to overcome those which do not adapt to the new development, break the thinking trend of maintaining the traditional development mode, one is to resolutely break the complacency of "small rich is safe", and firmly establish the concept of catching up with "the pursuit of excellence". We should emancipate our minds from the shackles of watching the sky and arrogance, compare with the industry benchmarks to find the gap, tap potential by advanced indicators, seek excellence by industry pacesetters, make enterprises bigger, stronger and better, and pursue better development prospects, more economic benefits and higher wage income. Second, we should resolutely break the slack idea of "muddle along" and firmly establish the concept of "dare to be the first". The Times are changing and the society is progressing. If we want to keep up with the pace of social progress, we must strive bravely, work hard, and run out of the speed and achievements of our Gansu Jinhua Group Company. Only by running in front of the same industry can we master the cutting-edge technology, seize the development opportunity and win the cooperation opportunities. Third, resolutely break rid of the old idea of "inertial thinking" and firmly establish the concept of "innovation". Inertial thinking is the breeding ground for formalism and bureaucracy, and a cage that binds our thoughts, hands and feet. It must be resolutely abandoned. Now, the first priority is to speed up the cultivation of technical leaders, organize and mobilize people to continue to exert their wisdom and wisdom, play the effect of public linkage and technological superposition, realize the transformation of technological theoretical achievements into practical practice, change advantages into strengths, transform new drivers of growth, and stimulate new vitality. In recent years, the company has innovated the performance appraisal mechanism of units and individuals, highlighting the positive incentive assessment, encouraging the best first, reflecting "do a good job can get a lot", do a good job, the deputy's income can exceed the official job, the deputy general manager's income can exceed the general manager. At the same time, the updated incentive mechanism for the construction

of major projects and key work is to let those who are innovative, aggressive, want, capable, and do things successfully have hope and ambition.

4. Improve the Style of Work, Set Off a New Climax of Practical Work

General Secretary Xi Jinping pointed out in the report to the 19th National Congress of the Communist Party of the CPC, "The last leg of a journey marks the halfway point. The great rejuvenation of the Chinese nation is by no means easily achieved by beating gongs and drums. The whole Party must be prepared to make more arduous and more arduous efforts." "Iron must be hard by itself". Whether the company can realize the transformation and development, the key depends on the leadership and middle management personnel, and the change of the style of Party members and cadres. The style of work is combat effectiveness, all Party members and management personnel must always be on the road of tenacity, perseverance to improve the style of work, to achieve a great change in the style of work.

Gansu Jinhua Group Co., Ltd. realized the great change from nothing, from small to large, from weak to strong, from a small nitrogen fertilizer plant to a local state-owned leading enterprise because of the vigorous promotion of practical work. Whether synthetic ammonia expansion energy, energy saving technology transformation, new alkali device and phosphorus fertilizer device, or using coke oven exhaust system 200000 tons of synthetic ammonia, water soluble fertilizer, compound fertilizer, nitrate acid project construction, this is the leaders of company who follow one another, spend lots of nights, soaked in a lot of sweat, run about a lot of journey, demonstrate a lot of schemes. There are so many efforts can't be enumerated, but we know that the result is the best answer. In the past, because we have been on a lot of new projects and completed many technological transformation, we have achieved our new glory and ushered in today's new opportunities. To enter the new era, facing new challenges, we need to continue to carry forward the spirit of hard work, take new missions, provoke new tasks, embark on a new journey, save ourselves, concentrate on it, form joint efforts and down-to-earth, we will surely do a new world. To vigorously promote the style of strictness is to require all leaders and employees of the company to completely change their ideological style, especially in the implementation system, to lead the leadership to play the role of a wind vane for style construction, and to take the lead, set an example and demonstrate in style construction in accordance with the requirements of the superior to lead the subordinate to work and the superior to show the subordinate.

5. Pay Close Attention to the Implementation, Accelerate the New Pace of Industrial Upgrading

"One point of deployment, nine points of implementation", General Secretary Xi pointed out that "advocating hard work and paying close attention to implementation is what I have repeatedly emphasized. If you don't settle down to grasp the implementation, no matter how good the goal, no matter how good the blueprint, is just the flower the mirror, the moon in the water."

First, focus on the implementation of production and operation objectives. In accordance with the requirements of ensuring ten days by week, ten days by month, quarter by month and year by quarter, all production and operation indicators and key work throughout the year shall be itemized, listed and accountable[2]. All subsidiaries and departments should re-refine, re-deploy and implement according to indicators and tasks, so as to ensure horizontal to subsidiaries and departments and vertical to teams and positions. Time sequence: from quarter to month and responsibility goes to people and posts. We will establish the reverse order approximation mechanism of target tasks, support the overall target with split targets, the annual target with timing target, support the company target, take the initiative to mark the

table, so that everyone carries the burden of weight, everyone has indicators on their head and a burden on their shoulders.

Second, we will focus on the bottlenecks and implement them. The process of grasping the implementation is the process of finding problems and solving problems. Problem consciousness is the concentrated reflection of the mental state of managers. The problem consciousness shows the suffering consciousness and enterprising spirit, and shows the positive and brave working state. Weak spirit, depressed will, not enterprising, it is difficult to take the initiative to find problems, even if you encounter problems will turn a blind eye, let it go[3]. In practical work, some Party members and cadres have not strong awareness of problems, lack of systematic thinking, no forward-looking awareness, the ability to find problems before the problem becomes a disaster is insufficient, and the advanced awareness of prevention in the bud is not strong. To grasp the implementation, we should directly view the problems and find the gap between output, quality, consumption, profit, safety and environmental protection targets. We will ensure that we will change any problems and solve any problems that are prominent, make a list of problems, wall chart operations, grasp things that do not implement them, focus on those who do not implement them, overcome them one by one, and solve them one by one.

Third, we will implement it in the spirit of driving nails. First, we must drive the nail accurately. Nails can not be nailed, not nailed on the eye, can not play a due role. This requires us to choose the right entry point for the implementation of the work, combine the arrangement and deployment of the company with their own actual situation, and form specific implementation ideas, steps and measures. Second, we must nail hard. Intense, perfunctory nails can not nail in. We must shoulder our iron shoulders, use our iron fists, have the courage to take responsibility, take it seriously, be good at facing hard problems. We won't stop until the problems are solved and the results are appeared. Third, we need to drive the nails firmly. When a nail is hammered down, it should be hammered until it is firm and effective. You can't just hammer one nail a few times and then change one to another position. If that is the case, a nail is not firm, but it will cause damage and loss. Implement with the spirit of nailing nails, which means to look down, body to sink, hard, elite attack, according to the certain "road map", draw "schedule", "task", keep on carving, Keep pushing, begin well and end well, Good work and good success, be good at doing well and achieving success, and earnestly grasp, accurately, realistically and in place all kinds of work.

Fourth, we will take practical measures to implement them. In recent years, the company party committee to earnestly implement the municipal party committee decision deployment, set up internal inspection team, led by the company party committee office, discipline inspection department, financial department, organization department all participate actively, on the basis of strengthening the subsidiary to implement party tasks and comprehensive governing party requirements of supervision and inspection, check the implementation of the strengthen the company arrange major projects, key work and important tasks. The phenomenon of violation of discipline, violation of system, inaction, disorderly and acting slowly we will found together, investigate together and never tolerate.

6. Actively Promote Business Model Innovation, Improve Agrochemical Service Capacity and Service Level

First, we should actively adapt to the new changes of deepening agricultural reform and intensive development, develop new fertilizers, promote the innovation of agrochemical services, promote the development of downstream industries, build a new system of agrochemical service, and meet the new requirements of balanced fertilization, soil testing and formula fertilization, mechanized fertilization, and integrated water and fertilizer

fertilization. Second, encourage chemical fertilizer production and circulation enterprises to jointly establish e-commerce platforms, provide agrochemical service information, and carry out online display and promotion. We will make use of new forms and business models such as agricultural materials e-commerce to promote the development of the industry and accelerate the transformation and upgrading of chemical fertilizer manufacturers and sales enterprises. Third, to cultivate a professional, high-level full-time agricultural service team. Improve the scientific and technological content of services, build and integrate an agrochemical service network system integrating soil testing and formula fertilizer, package fertilizer distribution, scientific fertilization technical guidance, agricultural technical consultation, training demonstration and promotion, and information services. Establish a new modern agrochemical service model with service quality as the core with considerate service.

7. Efforts should be Made to Improve the Grade and Quality of Chemical Fertilizer to Realize the Efficiency and Reduction of Fertilizer

In recent years, our chemical fertilizer, especially nitrogen fertilizer, has some problem such as low utilization rate, soil acidification plate junction, and large and medium trace elements unbalanced. In the future, without increasing fertilizer application or even reduction in the case, the grade and quality of fertilizer must be improved. First, we need to actively develop new types of High-quality chemical fertilizers. We should earnestly implement the national strategy of weight loss and efficiency increase, develop efficiency increase chemical fertilizer, large particle urea and intelligent formula special fertilizer, develop medium and low concentration compound fertilizer, develop High-quality denitration special urea, develop ammonium urea nitrate solution and liquid water-soluble fertilizer, and realize the integration of water and fertilizer[4]. Second, we will thoroughly implement soil testing and formula fertilization, focus on the application of formula fertilizer, take corn, vegetables and fruit trees as the breakthrough points, take cooperation between agricultural enterprises and new agricultural business entities as the breakthrough points, and carry out the practice of reducing chemical fertilizer volume and increasing efficiency. We will establish grass-roots experimental and demonstration zones for the integration of water and fertilizer, and demonstrate and promote new technologies such as drip fertilization and sprinkler irrigation fertilization.

8. Create a Favorable Environment for Development and Further Improve the Level of Opening up

Through the extensive use of all levels of media and various platforms, the company carefully tells the company's production and operation, project construction, brand quality, agricultural service, civilization creation and party construction "six stories", around the center all-round and all-angle publicity and promotion of the company. Up to now, more than 30 related company articles were published and broadcast in provincial media, municipal media and industry magazines, up 1.5 times year on year. While strengthening online publicity, the company carries out offline publicity close to the actual production of farmers, and brings the company's technology, products, talents, market and management advantages in the development of developing modern agriculture to the fields and sent to farmers' homes. In recent years, the company organization agricultural service propaganda team to Gansu jinchang, Wuwei, Zhangye, Jiuquan, far to Ningxia zhongwei, Qinghai and other places, to carry out all kinds of agricultural promotion activities 12 times, agricultural service propagandists relying on marketing channels, deep into the field, the site for farmers guide fertilizer application method, planting technology lectures, popularize scientific fertilization technology for farmers, let farmers understand scientific fertilization, remember "running horse" brand, get real benefits.

The new normal creates new opportunities and new ideas win new development. Since the reform and opening up, Chinese and foreign chemical fertilizer enterprises have achieved win-win development through mutual beneficial cooperation and made important contributions to the healthy development of the global chemical fertilizer industry. In the face of the new situation, new changes, we should not only see the challenge, to seize the opportunity, firm confidence, up to the challenge, further strengthen information exchange and technical cooperation, innovative cooperation, rich cooperation content, expand the scope of cooperation, enhance cooperation form, as soon as possible to form a new function under the new normal, efforts to achieve greater development, higher leap, to promote the province's circular economy development to make greater contribution.

9. Conclusion

To sum up, enterprises promote high quality development is today and future a period to determine development ideas, to actively adapt to high quality development under the new situation, firmly pay special attention to the party leading, play political advantages, earnestly implement Xi new era of socialism with Chinese characteristics, adhere to the new development concept, unswervingly implement innovation-driven strategy, continue to deepen reform, solid management foundation, make full use of digital means, realize enterprise transformation and development and High-quality development.

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