

# Scan Two-dimension Code to Get an Electronic Book

By Mao Haiping

Many people feel it is not convenient to carry a book for reading and will have problems when looking for a book on certain software of digital reading because they either can't find the book or they need to pay for the reading...Yangpu District Library has recently launched an electronic book lending machine on its first floor for readers to download the genuine electronic books by scanning two-dimension codes.

The library has launched a series of electronic cards for digital reading such as "mobile reading," "magazine reading room," "digital browse reading," and "children English learning online". The readers need only log with the name and password of these electronic cards to download from the website.

As for the lending machine that the library has newly put into operation, readers can scan the two-dimension code on the screen with a mobile phone to download the client of the library. After installing the client, readers can choose the book type and scan the two-dimension

code on the right bottom of the book cover on the screen of the lending machine for downloading the book into their mobile phones.

The lending machine is currently offering 2,000 solely authorized electronic books. The library will renew it with 200 new books each month. The books are all popular one, covering a good variety of categories such as health & life, literature, children education, novel & biography, society & law, culture & art, science & technology, history & geography, philosophy and religion, etc.

The lending machine supports multi-touch, sliding and dragging operations. By touching images on the screen, readers can easily download over 2,000 books into their mobile phones for reading offline.

Staff of the library remind readers that electronic books downloaded from the lending machine can be kept for 45 days only. After 45 days, the books won't be opened. Readers need to go to the library to download again if they want to continue reading the book. The lending machine can only support Android system at the moment.



According to related principals of the library, as new media reading and mobile digital readings are leading the trend of urban reading, the li-

brary has launched appropriate information products to meet different readers' needs. The library will continue to introduce characteristic mo-

bile reading products so as to provide easy and convenient digital reading services to inspire the readers' interest and passion.

## Scientific Research Projects Connected with Post-doctors

By Ying Shenyi & Chen Jierong

Yangpu District Human Resources & Social Security Bureau has called on a meeting to connect enterprises' scientific research projects with post-doctors. 22 post-doctors and top managements from eight enterprises had the opportunity to do face-to-face communication and join hands on the research projects. As learned, Yangpu District Post-doctoral Innovation Practice Base hit a new record in history in terms of number of applicant enterprises, number of scientific research projects and number of professionals from universities.

Yangpu District Post-doctoral Innovation Practice Base is an important platform jointly cultivated and shared by three parties: government, universities and enterprises. The platform is facing small and medium-sized scientific enterprises, aiming to further promote integration of industry, academy and research and promote development of local economy.

In recent years and under the support of related universities and enterprises, Yangpu has gradually explored and established the integrated model of "the government soliciting scientific research projects from enterprises; universities recommending post-doctors; enterprises connecting with post-doctors; then the government supporting enterprises comprehensively." The process has changed the situation in the past when enterprises seek post-doctors by themselves. Now

the government that takes an active role, helping enterprises look for the best candidates from all universities in Shanghai, which has significantly improved the success rate for projects to get the right talents.

In September, Yangpu District solicited scientific research projects from all enterprises in its major scientific parks and neighborhood communities. 32 scientific research projects presented by 15 enterprises from the National Science and Technology Park of Tongji University and seven other enterprises such as AVCON, and Shanghai Urban Water Resources Development & Utilization National Engineering Center Co., Ltd. passed preliminary verification and approval. At the beginning of November, Yangpu District Human Resources and Social Security Bureau organized a Post-doctor Scientific Research Projects Conference participated by nine key universities. Post-doctoral Administrative Offices of each of the universities recommend and select appropriate post-doctors for these scientific research projects. 22 post-doctors and professor tutors from five universities applied for cooperation on these projects.

According to related principals of Yangpu District Human Resources & Social Securities, the change from enterprises having difficulty finding professional talents to being able to select among good candidates has proved that Post-doctor Innovation Base is having growing impact and social benefits.

## Insurance Involved in Food Safety Management

By Zhou Lin

Following joint supervision and management by government departments including the Food Safety Office, Food & Drug Administration, Industrial and Commercial Administration, Quality Supervision, Inspection and Quarantine Administration, Yangpu District has installed another "Supervising Eye" to the food & beverage industry. It is food safety liability insurance. On December 11, Anxin Agricultural Insurance Co., Ltd. signed a contract on food safety liability insurance with Shanghai Kangsheng Fast Food Co., Ltd. and Shanghai Lifeng Fast Food and Box Lunch Co., Ltd. This is an important step of social involvement based on self discipline of enterprises and governmental supervision, indicating that the food safety guarantee mechanism in Yangpu has been further improved.

With the coordination of Yangpu District Food Safety Office and Yangpu District Food and Drug Administration, Anxin started to communicate with ten box lunch suppliers in the district this year and conducted risk analysis and rate calculation for these suppliers. As stated in the insurance policy, each consumer of the lunch box will enjoy as much as RMB200,000 insurance guarantee. Food poison, food source diseases, artificial poison and suspicious medical examination expenses are all covered in the insurance policy. Considering that most

of the suppliers deliver the food to consumers, the insurance company has particularly designed quality safety liability for food distribution, storage, transportation and refrigeration. The entire insurance policy covers production and distribution risks of food suppliers. All these items have no deductibles, which has greatly improved risk tolerance of the enterprises.

"The company is sincerely committed to timely treatment and rapid response for any food safety accidents. The company will actively coordinate with supervisory departments and provide 360 degree all-round risk management services and insurance credibility services for enterprises." According to Xu Fei, Business Department Manager of Anxin in downtown Shanghai, Anxin has developed a series of food safety liability insurance products targeting different insured such as wedding banquet suppliers, cruise ship meal suppliers, food suppliers for the aged people, central kitchen, general large-scale restaurants, etc. The contract signing with the two box lunch suppliers, Kangsheng and Lifeng will lay a solid foundation for Yangpu to try food safety insurance in the general food & beverage industry.

Can box lunch suppliers rest easy after buying insurance? "The full-amount insurance does not mean full-amount safety guarantee. We can't sleep without anxiety. The key is that we can take this oppor-

tunity to enhance our management, improve staff quality, standardize operation, well control procurement of raw materials and ingredients so as to prevent accidents from happening. We can thus guarantee food production safety from the source," said Li Bing, General Manager of Lifeng.

"The trying to involve insurance policies into food safety management does not only reinforce supervision on food & beverage enterprises but also set up a bridge between the government, enterprises and consumers. The insurance company thus becomes the lubricant between food suppliers and consumers." The related principal of Yangpu District Food and Drug Administration said food safety is a significant undertaking which requires a long-term insurance mechanism to resolve the risks and safeguard livelihood. Introducing food safety liability insurance guarantee mechanism helps to form a regulatory system of public governance that suits our national status. It also helps enterprises to carry out their responsibilities, improve management level and self discipline capability. Social organizations are thus involved in disaster prevention and damage reduction, which helps to maintain social stability and enhance supervision. The government can also improve its supervision quality. All in all, the trying has created a multi-winning situation for all involved parties.