



• Old spin on good relations

A soldier and his son look at spinning machines belonging to local villagers at the recent Maoqiao Fair. Forty-six families of soldiers or veteran soldiers enjoyed traditional handcraft demonstrations with local villagers to promote harmonious relationship between the army and the people. It is part of celebrations in the district for the Army Day on August 1.
— Rao Tao

Hongli studio's animated success applauded

Qin Yichao and Tong Wangyue

Ne Zha" has become the highest-grossing domestically made animated film on the Chinese mainland with a box-office return of over 4 billion yuan (US\$567 million).

More than 400 of its 1,800 scenes were produced by Hongli, an animation studio based in Jiading's Nanxiang Town which is currently working on another production "Jiang Ziya."

Modern 3D animation is complicated and a simple scene may take days of repeated adjustments.

"The production and special effects of 'Ne Zha' are unprecedented in the history of Chinese animation. Some animation scenes took 10 hours to complete," said Ge Yi, the 40-year-old founder of Hongli Animation Studio.

However, despite the huge success of "Ne Zha," Ge believes there is still a gap between Chinese animation and the top Disney blockbusters.

Domestic animators, he says, should calm down to improve their work and polish their skills. He said investors and producers who are willing to invest in the animation industry should be patient.

Nanxiang has created a good environment for animators by providing all-round services. The town implements relevant preferential policies at municipal and district levels, assists enterprises to apply for various support funds, offers certain local financial support and incentives,

and helps enterprises solve problems in market supervision, taxation, talent and other aspects in a timely manner.

Nanxiang also supports animation companies in business cooperation and financial services through the Yangtze River Delta Animation Industry Alliance, Shanghai Animation and Cartoon Association and other platforms.

Ge said that government departments in Jiading often visited the studio to inquire about its needs and offer relevant support.

Straw plaiting preserves an old tradition

Ran Tao and Tong Wangyue

XUZHANG straw plaiting, a national cultural heritage in Jiading District, preserves the old tradition of collecting yellow grass by hand.

"We need to be very careful when pulling yellow grass, the grass with straight and white roots are best for straw plaiting," farmer Shan Xiujian from Xuzhang Village said. "The edges of the grass are

so sharp your fingers can bleed if you're careless."

Shan Xiujian, 69, has been plaiting straw into items that include shoes, plates, bags, hats and slippers, even furniture, for almost 50 years.

Xuzhang straw plaiting has survived for over 1,000 years. For centuries, Xuzhang residents have been creating exquisite articles for daily use by using the stems of the yellow grass and decorating them

with colorful patterns.

Xuzhang straw products are famous far and wide for their beautiful designs and practical convenience.

"After pulling, the yellow grasses have to be sunbathed, rubbed and separated into three pieces each," Shan said. "We sold the straw souvenirs and bought our wedding clothes, daily necessities and even bicycles with the money when we were young."

• Figs ready and ripe for picking

A farmer harvests figs at Baiguoyuan Garden in the Juyuan New Area where the fruits are ripe enough for sale. The figs are sold for 50 yuan (US\$7) per kilogram. Fruit picking is also available at the orchard around the year. Baiguoyuan Garden is 300 meters north of the crossing of Shengshi Road S. and Huyi Highway. — Qin Yichao



Team goes from door to door ...

Yin Qinqin, Gao Jie and Tom Qian

THE Jiading branch of the Shanghai Social Security Center recently assembled a door-to-door service team to improve business efficiency and offer convenience for local enterprises.

Some 50 enterprises in Jiading each have a staff of more than 1,000 employees, causing a large amount of work for the district's social security officials.

Seeing that enterprises used to wait one or two hours for window services, the Jiading branch set up a door-to-door social security service team called Tiexin Jiaren to help enterprises with social security services and expand coverage of a one-stop service platform.

Recently, five members of the team visited three

large enterprises to provide guidance on social security affairs and to teach employees how to fill in online application forms to save time.

The team will visit enterprises in local industrial parks and office buildings every month, and by the end of the year will have covered more than 1,000 large enterprises across the district, it is estimated.

The branch has also extended its services to the community social security staff by answering questions on social security policies and offering relevant training through WeChat group chat.

To offer convenience to residents, the team has selected 26 communities with relatively concentrated elderly populations and carried out social security policy publicity and services in these communities.