



# Chapter 4

## Promoting High-Quality and Adequate Employment

- (1) Action China's 2025 National Public Employment Service Special Campaign:  
A Strong Measure to Promote High-Quality and Full Employment

## (1) Action China's 2025 National Public Employment Service Special Campaign: A Strong Measure to Promote High-Quality and Full Employment<sup>16</sup>

Under the strategic guidance of promoting high-quality and full employment, the Ministry of Human Resources and Social Security of China, in conjunction with multiple departments, has meticulously planned the 2025 China National Public Employment Service Special Campaign. It aims to optimize the allocation of human resources and promote the stable development of the social economy.

In 2025, China has comprehensively

laid out the “10+N” public employment service special campaigns, targeting key groups such as college graduates, migrant workers, registered unemployed individuals, and those with employment difficulties, as well as various employing enterprises. Through year-round, uninterrupted activity arrangements, continuous release of recruitment information, and full online employment services, the campaign further strengthens the brand of employment services.

**Table 5: Schedule of 2025 National Public Employment Service Special Campaigns**

Time	Name	Group
Mid-December 2024 - Late January 2025	Employment Assistance Month	People with employment difficulty, family members with zero employment, registered unemployed persons, etc.
Mid-January to mid-March 2025 Spring	Spring Breeze Action	Rural workers and various employers
Spring and Autumn in 2025	There are six activities, including the National City Joint Recruitment Campaign for College Graduates, the 100 Days and 10 Million Recruitment Special Action, the Action of Tackling Employment Services for College Graduates and Other Youths, the Special Action of Employment Services for College Graduates in the National Human Resources Market, and the Special Recruitment by Central Enterprises for College Graduates from Tibet, Qinghai and Xinjiang.	College Graduates and Other Youths Groups
April 2025 and October 2025	Private Enterprise Service Month and Golden Autumn Recruitment Month activities	Private enterprises, small and medium-sized enterprises and other employers

16. References from multiple news articles:

[https://www.mohrss.gov.cn/SYrlzyhshbzb/jiuye/gzdt/202501/t20250110\\_534391.html](https://www.mohrss.gov.cn/SYrlzyhshbzb/jiuye/gzdt/202501/t20250110_534391.html)

[https://www.mohrss.gov.cn/SYrlzyhshbzb/jiuye/zcwj/jiuyekunnanrenyuan/202412/t20241220\\_532918.html](https://www.mohrss.gov.cn/SYrlzyhshbzb/jiuye/zcwj/jiuyekunnanrenyuan/202412/t20241220_532918.html)

[https://www.mohrss.gov.cn/xxgk2020/fdzdgknr/jy\\_4208/jyfw/cfxd/202501/t20250116\\_534778.html](https://www.mohrss.gov.cn/xxgk2020/fdzdgknr/jy_4208/jyfw/cfxd/202501/t20250116_534778.html)

The “Employment Assistance Month” adopts the theme “Employment Assistance, Sincere Help”, focusing on thoroughly deeply understanding detailed information about people with employment difficulties, members of zero-employment families, and registered unemployed individuals, including their numbers, employment status, intentions, and needs. For those groups with significant employment difficulties, especially the elderly, people with disabilities, and the long-term unemployed, staff will conduct home visits to not only provide policy briefings but also offer one-on-one career guidance, job placement, and psychological counseling services. At the same time, actively collect suitable positions for them, such as developing low-threshold

caring positions, grassroots service positions suitable for older workers, and remote customer service positions suitable for people with disabilities. In terms of policy implementation, the authorities will focus on publicizing relevant preferential policies and subsidies to ensure that eligible individuals benefit from them and promptly disburse approved but unpaid funds. For those who have difficulty finding employment through market channels, the government will use public welfare positions for guaranteed placement, while ensuring the implementation of unemployment insurance benefits and temporary assistance and other guaranteed support measures, reflecting the humanitarian care and social responsibility of employment services.



Figure 5: “China Labor and Social Security News” report on the “Spring Breeze Action”<sup>17</sup>

17. Image source : [https://www.mohrss.gov.cn/SYRlzyhshzbz/dongtaixinwen/buneyaowen/rsxw/202402/t20240223\\_513898.html](https://www.mohrss.gov.cn/SYRlzyhshzbz/dongtaixinwen/buneyaowen/rsxw/202402/t20240223_513898.html)

The “Spring Breeze Action” takes “Spring Breeze Delivering Jobs to Promote Employment, Precise Services to Warm People's Hearts” as its theme. In the early stage of the campaign, through visits and research, officials will gain a deep understanding of the employment status of rural workers and the employment needs of enterprises and build a bridge to facilitate communication between supply and demand. In terms of job collection, from traditional industries to emerging fields, from service consumption industries to on-site and nearby employment positions, officials will comprehensively sort out and develop various types of job resources to meet the needs of workers with different skills and employment intentions. In the service information push stage, officials will use digital means to promptly release recruitment information, job compensation information, and training catalogs, accurately matching workers and positions. The recruitment activities are diverse in form, combining online and offline platforms, and launching joint recruitment, live streaming, and other innovative models

to improve recruitment efficiency and job search experience. For flexible employment personnel, officials will rely on zero-job markets to organize special docking activities. At the same time, officials will actively promote labor service docking, strengthen inter-regional cooperation, and provide travel convenience for migrant workers returning to their hometowns. In terms of encouraging returning home entrepreneurship, officials will take advantage of the opportunity of migrant workers returning to their hometowns during the Spring Festival to carry out entrepreneurship promotion activities, provide entrepreneurship incubation services, and help rural revitalization. In addition, the campaign also introduced a number of heart-warming measures, such as condolences to farmers who stick to their posts, helping rural long-term unemployed youth and college graduates who have not found employment after graduation, caring for older farmers, and solving housing difficulties for key assistance groups, comprehensively improving workers' sense of employment.