

# Madhya Pradesh Emerging as a Role Model for Women Empowerment



Under the leadership of Chief Minister Dr. Mohan Yadav, Madhya Pradesh has achieved remarkable progress in the direction of women's empowerment in recent years. Various schemes focusing on the health, nutrition, safety, protection, and economic empowerment of children, adolescent girls, and women are being implemented effectively, along with several innovative initiatives.

At the same time, the Devi Ahilya Nari Sashaktikaran Abhiyan is also being carried out with the objective of ensuring the comprehensive social and economic development of women. The positive outcomes of these efforts are helping Madhya Pradesh emerge as a role model for

women's empowerment. Prime Minister Shri Narendra Modi has also emphasised prioritising women's welfare by including women among the four major priority groups for national development, linking the country's progress with the advancement of these groups. In line with this vision, Chief Minister Dr. Yadav has formulated a focused strategy for women's welfare programmes in the state.

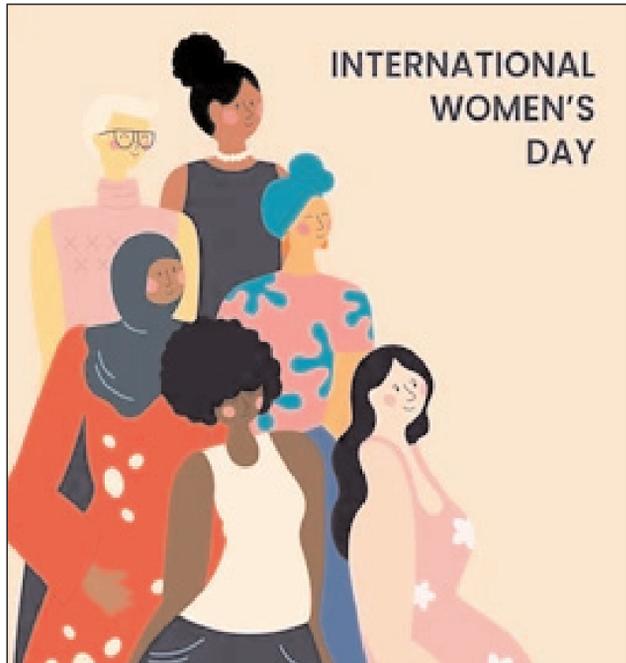
Under 453 Integrated Child Development Projects, 97,882 Anganwadi centres have been approved in the state, providing services to nearly 84 lakh beneficiaries. A geo-fencing-based online attendance system has been implemented in Anganwadis. Madhya Pradesh has also become the first

state in the country to introduce a transparent online recruitment process for Anganwadi workers and assistants. For the financial year 2026-27, a provision of Rs 3,768 crore has been made for Saksham Anganwadi and Poshan 2.0. Under Poshan 2.0, all Anganwadi centres are being monitored through the Poshan Tracker App to ensure maternal and child nutrition, treatment and monitoring of severely malnourished children. A face-matching system has been implemented in the state, with 94 per cent beneficiary verification completed, placing Madhya Pradesh first in the country.

Through the Supplementary Nutrition Programme, more than 60 lakh children, pregnant women, and lactating mothers are benefiting from the Take Home Ration and Hot Cooked Meal schemes. In the current budget, Rs 1,150 crore has been allocated for nutrition food and Rs 250 crore for the Poshan Abhiyan.

Through the Mukhyamantri Bal Arogya Samvardhan Programme, out of 7.37 lakh severely malnourished children registered in 2025, about 3.71 lakh children have been brought back to normal nutritional levels.

The "Moti Aai" innovation of Jhabua district received the Prime Minister's Award for Excellence. Construction of 5,263 new Anganwadi buildings is currently underway in the state. A proposal



INTERNATIONAL WOMEN'S DAY

has also been made to provide electricity connections to 38,900 Anganwadi buildings. An amount of ₹459 crore has been allocated for construction, upgradation, and basic infrastructure.

Under the Prime Minister's Janjati Adivasi Nyaya Maha Abhiyan (PM-JANMAN), 704 special Anganwadi buildings have been approved for Baiga, Bharia, and Sahariya tribal communities. Madhya Pradesh secured first place in the country by completing 150 out of the 217 buildings approved in 2023-24. The Mukhyamantri Ladli Behna

Joyana has become the largest Direct Benefit Transfer (DBT) scheme in the state. Currently, more than 1.25 crore women are receiving Rs 1,500 per month as assistance. From June 2023 to February 2026, a total of Rs 52,305 crore has been distributed under the scheme. For 2026-27, a provision of Rs 23,882 crore has been made.

Similarly, the Ladli Laxmi Joyana, which has become a model for other states, has registered 52.56 lakh girls so far. A budget provision of Rs 1,801 crore has been made for this scheme. Under the Beti

Bachao Beti Padhao campaign, extensive awareness activities have been conducted with participation from lakhs of citizens.

Madhya Pradesh has consistently remained among the leading states in the Prime Minister Matru Vandana Yojana, for which Rs 386 crore has been allocated in 2026-27.

The state currently operates 57 One Stop Centres, with approval for 8 new centres. Through the Women Helpline 181 and Child Helpline 1098, more than 1.43 lakh cases have been resolved this year.

Sakhi Niwas facilities are operating in Bhopal and Indore, while 8 new working women hostels have been approved. Through schemes such as Shakti Sadan, Shaurya Dal Yojana, and the Integrated Child Protection Scheme, thousands of women and children are being provided protection and rehabilitation support.

Through the Madhya Pradesh Women Finance and Development Corporation, thousands of self-help groups and women entrepreneurs have received financial assistance and interest subsidies.

For the financial year 2026-27, a total budget provision of Rs 32,730.45 crore has been made for the Women and Child Development Department, reflecting the state government's strong commitment to the welfare and empowerment of women and

## Women Are Entering Non-Traditional Roles at Speed Workplaces Must Catch Up

By Vaibhav Ram, Global HR Head, Godrej Consumer Products Ltd

Women showing up on factory floors at dawn shifts or negotiating shelf space in crowded bazaars is no longer an exception in India. It's a shift in how work itself is being redefined in India. In 2026, what used to be labelled "non-traditional roles" for women like manufacturing operations and frontline sales, are quietly becoming proof points of what happens when organisations design work for participation, not just performance.

The challenge, however, was never ability. It was access. In India, structural barriers have historically shaped participation: safety concerns in field roles, infrastructure gaps across transport and public facilities, and social perceptions that framed revenue ownership and industrial work as masculine domains. In FMCG, where a large share of business still flows through general trade networks and extensive field engagement, these constraints have been even more visible. When mobility is uncertain and infrastructure uneven, career continuity becomes harder to sustain, not because women opt out, but because systems were not built with them in mind.

For years, sales in India has been reduced to the final moment of transaction. But anyone who has worked in the function



knows that revenue is only the visible outcome of a much larger capability system: understanding product value, reading customer behaviour, managing relationships, navigating local market dynamics and sustaining trust over time.

When sales is seen through this wider lens, it becomes clear why women are not just participating in these roles but strengthening them. Relationship depth, long-term network building and contextual decision-making are not "soft" capabilities - they are commercial assets.

The same reframing is happening in manufacturing. Shop

floors that were once considered physically or culturally exclusionary are evolving into environments where precision, process discipline, safety culture and continuous improvement matter more than legacy assumptions about who belongs. As automation increases and operational excellence becomes knowledge-driven, capability, not convention, determines performance.

This is where organisational design begins to matter more than intent. Companies that are moving the needle are treating inclusion more as operational strategy than representation targets.

Organisations are building structured pathways into unconventional roles. Organisations like Godrej Consumer Products, are widening the talent funnel for frontline sales by tapping into women from sports backgrounds and equipping them with training, exposure and mentorship to succeed in the FMCG field ecosystem. Across manufacturing units, women are supported through practical enablers such as on-site childcare centres and safe transport, including cab support for new mothers reinforcing continuity, progression and long-term career growth.

In India's competitive business landscape, gender diversity is proving to be a growth driver, not just a compliance goal.

When more women enter sales, the industry benefits from perspectives that mirror a consumer base where women influence or drive a significant share of purchasing decisions. When more women operate within manufacturing systems, organisations gain process discipline, risk sensitivity and collaborative problem-solving that strengthens operational resilience. Inclusion, in practice, improves how work gets done.

There is also a broader economic ripple effect. As more women participate across the value chain as sales professionals, plant operators, retailers and distributors participation itself becomes normalised. Lo-

cal ecosystems begin to ungender economic roles. Financial independence expands decision-making power. Markets become more representative of the people they serve.

Thriving, therefore, is not about women adapting to legacy structures. It is about organisations redesigning work so capability can surface without friction. Thriving begins when safety is built into infrastructure, flexibility is seen as productivity, and representation is nurtured as a pipeline.

The story of women in manufacturing and sales in India today is not one of entry, it is one of permanence and influence. For companies in India, the question is no longer whether women can thrive in these roles, but whether workplaces are designed to enable them.

Why is National Farmers Day Celebrated and Who is Chaudhary Charan Singh?

National Farmers Day, also known as Kisan Diwas, is celebrated every year on 23 December to honour the vital contribution of farmers to India's economy and society. The day recognises the hard work, resilience, and dedication of millions of farmers who play a crucial role in ensuring the nation's food security. It also serves as a reminder to support agricultural development, promote farmer welfare, and acknowledge the challenges faced in the farming sector.

**Dr Vinay Mishra's corner...**

**Question-My teenage daughter gets strong mood swings for no apparent reason. What could be the problem with her?**

**RS**

**Answer- Strong mood swings in teenage girls are common and often linked to puberty-related hormonal changes. However, they can sometimes signal underlying issues like stress or health conditions, so professional evaluation is important.**

**Common Causes**

Hormonal surges during puberty, including estrogen and progesterone fluctuations, directly impact brain chemistry and serotonin levels, leading to irritability and emotional ups and downs. Stress from school, social pressures, or family dynamics can amplify these swings, as can sleep disruptions or academic demands. Brain development in the prefrontal cortex, which handles emotional regulation, is still maturing in teens. flo+4

**Potential Concerns**

Conditions like premenstrual dysphoric disorder (PMDD) cause severe mood shifts tied to the menstrual cycle, including intense irritability or sadness. Mental health issues such as anxiety (with signs like excessive worry or withdrawal) or depression may present as rapid mood changes lasting over two weeks. Thyroid imbalances can mimic this through fatigue, irritability, or concentration issues.

**Next Steps**

Track patterns, such as timing with her cycle or triggers, and note any accompanying symptoms like sleep changes or withdrawal. Encourage open talks and healthy habits like exercise or routine sleep, but consult a doctor or counselor promptly if swings are extreme, prolonged, or affect daily life.



## A confluence of service, values, and motherhood: Vineeta's inspiring flower school

By Sushil Kumar Jain

On the eve of International Women's Day, as I sat at home, contemplating what to write about and who to write about on this special day, numerous thoughts arose. Many women in society are doing remarkable work in their respective fields, but suddenly a name emerged in my mind, writing about whom was not just a piece of writing, but also a matter of pride. That name is Vineeta Singh Tomar.

Vineeta Singh Tomar is not just a social worker, but a living embodiment of service, compassion, and motherhood. As the daughter of a military school principal, the wife of a soldier, and the sister of a brother soldier, discipline, duty, and national service are inherently ingrained in her life. These same values are clearly visible in her social work.

The "Flower School," located under the flowering trees in the Lalghati area of Bhopal, is not just a school, but a living example of humanity and compassion. This initiative, run by Vineeta Singh Tomar, is specifically for children who live in slums, are economically disadvantaged, or have no parents. Her goal isn't just to educate these children, but to guide them toward a drug-free, cultured, and self-reliant life.



This school operates in a place where, under normal circumstances, even a woman's ability to stand alone would be considered challenging. However, Vineeta Singh Tomar's courage, confidence, and dedication surpass these circumstances. Her mother, Mithilesh Singh Tomar, a retired Army school teacher, also plays a crucial role in her resolve, drawing inspiration and ideological support. Vineeta's maternal uncle, retired Colonel G.P. Singh, and his son, who also serves as a Colonel in the Army, provide her with periodic guidance. This family support remains a

constant source of inspiration for Vineeta Singh Tomar in addressing her questions and problems, both large and small.

This is why the values of education, discipline, and service that were instilled in her family are clearly evident today in her social work and the operation of Flower Pathshala.

**A ray of hope**

The darkness that once lingered in the lives of the children attending this school is gradually turning into a ray of hope. Vineeta Singh Tomar not only teaches the children how to read and write, but also instills in them life values. From time to time, she takes them to various spiritual sites and religious events in Bhopal to cultivate a sense of positivity and spirituality.

The cool breeze on the lakeside, the lush greenery of nature, and the moments spent under the open sky are no less than a celebration for these children. The sparkle in the eyes of children who may have never seen the city's beauty up close can touch the heart of any sensitive person. This sparkle gives birth to the possibility of a new future within them.

**Efforts not limited to education alone**

Vineeta Singh Tomar's efforts are not limited to educa-

tion alone. She also pays special attention to the children's nutritious diet, health, and physical development. Children are taught to wear clean clothes, behave with good manners, and communicate politely. Along with academics, sports activities are also provided to keep children happy and promote their all-round development. Children are also taught self-defense techniques, which instills confidence and a sense of security.

Recognizing the real problems faced by these children in society, Vineeta Singh Tomar has taken another important initiative. Many of these children do not even have birth certificates. Consequently, she is continuously working at the administrative and government levels to obtain their Aadhaar cards and connect them with government schemes. As a result of these efforts, government and administrative officials have also visited the Flower Pathshala. It is hoped that in the future, these children will begin to benefit from government schemes and their lives will find a secure direction. Vineeta Singh Tomar is known not only as a social worker but also as an advocate. While active in the legal field, she periodically organizes workshops on topics related to human rights, women's rights, and protection. Through these programs, she works to spread awareness in society and inspire people to be aware of their rights.

