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Objective

The aim of this document will be to analyze the state budget of Madhya Pradesh under which the analysis would be centered around the percentage increase or decrease in the major schemes, the economic growth of that state, the fiscal health, pitfalls, and plan for economic revival for the state of Madhya Pradesh.

Introduction



Total Budget of the state vs. Year

Madhya Pradesh, with a population projected well over 8.7 crores in the year 2022, also the second largest state in the country geographically has lagged considerably in economic terms. Once called a BIMARU state (term not used anymore due to criticism), By the end of the year 2022, more than 30 lakh unemployed individuals had registered on the state employment portal with only 21 individuals receiving employment. In the last NFHS (2019-21), where it was seen lacking on many institutional

and health parameters such as child mortality, woman mortality, BMI among men, women and children. Madhya Pradesh also suffered extensively with the onset of the Covid-19 pandemic wherein its GSDP growth across spectrums contracted to negatives in the fiscal year 2020-21 (with agricultural growth being in positive by 5.2%). Although the economic survey presented provides a silver lining in the general economic condition of the state wherein the state was looking towards a 15.62% and 16.43% increase in Per capita income and GSDP respectively, with the per capita income increasing from 1.21 lakh to 1.40 lakh and general sectoral parameters also rising consistently with debt percentage decreasing. What should also be understood is the marginal increase in revenue surplus of 413 crores (0.03% of GSDP) however should be seen in the backdrop of an estimated revenue deficit of 3,736 crores (0.3% of GSDP) in the last financial budget of the state. Fiscal deficit has also seen a marginal increase of 4% from the previous estimated 3.6% in the last year.

The budget tabled by Finance Minister Shri Jagdish Devda on March 1 2023 can be understood in the context of the upcoming state elections.



Sector contributions to the GSDP (Year wise)

Years

Political Impact

The Shivraj Singh Chouhan Government in Madhya Pradesh has kept its last Budget of the outgoing Assembly a youth-and women-centric one, by announcing 1,00,000 Government jobs and allocating significant funds for social welfare schemes such as the CM Ladli Behna Yojana. The amount earmarked for the Scheduled Tribe sub-plan has been revised upwards by 37%, and electric two-wheelers will be provided to any girl who gets the first position in Class 12 in a Government school. It includes ₹38,375 crore for education, ₹53,964 crore for agriculture and related sectors, and ₹2,25,709.90 crore for revenue receipts. The budget represents BJP's outreach program to the marginalized electorates in the state Women and Scheduled Tribes, and wants to re correct its analysis. In Bihar elections of 2020, the female voters became the primary majority maker with a higher turnout of 59.7% and BJP claims to appropriate the same in the Hindi heartland.

As pointed above, the budget has been largely focussed on women welfare which can be seen by a staggering 87% increase in Social Welfare and nutrition and almost ₹9553 crore allocation for women welfare schemes such as- Chief Minister Balika Scooty Scheme wherein e-scooters will be distributed to female students who get high marks in the higher secondary schooling and the Chief Minister Ladli Behna Yojna scheme providing ₹1000 monthly aid to women who are not Income tax payers and their families' annual income is below ₹2.5 lakh annually. The new food subsidy scheme Aahar Anudaya Yojna provides ₹1000 direct cash transfer to women of backward tribes. This policy should be seen in the current BJP Governments' outreach to the Baiga, Bariya and Sahariya tribes.

Sector Wise Budgetary Estimates



Comparison of Real Estimates 2022-23 to Budgetary Estimates 2023-24

Across the spectrum, there has been an increase in Budgetary allocation with new projects being announced. With Education, Family and Health Welfare receiving ~20% higher allocation than last year wherein ₹22,359 crore have been allocated for state primary schools and ₹ 6,585 crores have been allocated for hospitals and dispensaries. Agriculture also saw a marked increase of 12% allocation with the new interest free loan scheme for which 2500 crores have been earmarked. However, a marked decrease has been observed in Rural Development and Irrigation and Flood control accounting for almost a 10% and 20% dip respectively. The budget also provides for an increased allocation to the electricity division by almost 10% from last year for ensuring uninterrupted supply of electricity, and to create an additional 970 km of transmission lines, six sub stations and 349 km of distribution lines. Transport also saw an increase of 7% with approximately 8000 crores being sanctioned for bridges and roads and Indore-Bhopal becoming another city in the country to receive a metro project (₹710 crores being sanctioned for the project).

Hits and Misses

A major positive reflection on the glance of the budget can be drawn that the budget is highly female centric budget, with higher allocations in the Social Sector being announced and with the new policies focussed for the women from the underprivileged section, Socially backward and Economically Weaker sections.

Another major success of this budget is addressing the malnutrition trends among the tribes of Baiga, Bariya and Sahariya tribes. Malnutrition trends are more prevalent in Madhya Pradesh in the members of scheduled tribes than in any other community. As all tribal diets are lacking micronutrients, Over time, the children born in these tribes become more susceptible to nutritional deficiencies, which is evident through the presence of chronic malnutrition. Policies like Aahar Anuday Yojna are likely to reduce the trend in the future.

Certain other positives in the budget include particular focus on industrial and infrastructural development and in aiding urbanization. The Government has increased its allocation for creation of Roads and Bridges in the states by 7% (~₹8000 crores) from last year. The Government's allocation in Housing schemes of about ₹4000 crores and ₹710 crores for the Indore-Gwalior metro project respectively also showcases its strive for urbanization.

The Government of Madhya Pradesh held five investor summits between 2007 and 2016, but only a small percentage of the Memorandums of Understanding signed have been implemented, due to poor physical and social infrastructure development. The Government has been able to flip that notion about the state by assuring investors, foreign or otherwise, to invest in the state with the development of Industrial development mechanisms. The Government has claimed that it has developed interest and proposals of ₹15.42 lakh crores from investors.

A major flaw on the part of the current Government also remains on the acknowledgement of Unemployment, while the economic survey does mention the increase in registration over the state employment portal by over 30 lakhs, it doesn't mention the fact that only 21 individuals have received jobs. With even the private sector, the economic survey indicates there has been a staggering 60% decrease in jobs. With 1,12,724 vacant posts in the state of Madhya Pradesh, the trend highlights a significant problem in human development parameters of the state.

Madhya Pradesh is vulnerable to the impacts of climate change, particularly recurring droughts in its Bundelkhand region. Despite this, it is concerning to note that there is a lack of presence of climate change in this year's budget of the state. It is important to note that climate change is a complex issue that requires a multi-faceted response. Addressing climate change requires a coordinated effort across various sectors, including agriculture, water, forestry, transport, and more. Therefore, a budget that ignores the impact of climate change is concerning, as it suggests that the state is not taking a holistic approach to addressing this issue. Moreover, the absence of climate change-related initiatives in the budget could imply that the state is not prioritizing climate change adaptation and mitigation efforts. As a result, the state's vulnerability to the impacts of climate change may continue to worsen, causing negative economic, social, and environmental consequences for the state's residents. Given the severity of the climate change issue in Madhya Pradesh, it is imperative for the state Government to recognize the importance of addressing it in their budget allocation. The state Government must allocate adequate resources to tackle climate change effectively and efficiently, in order to protect its residents and natural resources.

However what should also be acknowledged while analyzing the budget is the consistent increase in Rising Committed Expenditure (including but not limited to expenditure between 2016-17 to 2021-22 from 32% to 42% respectively and aimed to grow manifolds in the coming years which leaves less flexibility for developmental expenditure.

Caste Wise Impact

- 1. Chamar Community- Ravidas statue in Sagar, Sant Ravidas Global Skill Park in Bhopal
- 2. Gurav Community- Mahalok Mahakaleshwar Temple redevelopment, Omkareshwar Vedant Peeth
- 3. Baiga, Bariya and Sahariya (Women)- Aahar Anuday Yojna
- 4. Deshastha Brahmin- Keshav Hedgewar Museum in Rampayali
- 5. Kanyakubja Brahmin- Atal Bihari Vajpayee memorial in Gwalior

Major issues of the budget

The budget's lack of reflection on these areas should also be taken into consideration.

1. Investments in Social indicator

Madhya Pradesh is among those states with higher than average levels of deprivation, according to the Multidimensional Poverty Index 2021 (MPI 2021). Its percentage of population who were multidimensionally poor in 2021 was 36.7%, placing it in the bottom five among all states and 18 large states with populations above 20 million. One in three children under the age of five in Madhya Pradesh are underweight in 2021, a 10 percentage point improvement from 2015-16. The percentage of mothers who received at least 4 antenatal care visits in 2021 was 57.5%, close to the national average of 58.1. However, the state's rank among large states is 13 out of 18 and it continues to lag far behind the non-EAG (Empowered Action Group, a term used instead of BIMARU) states, where closer to 70% or more mothers received this level of care. NFHS-5 was released in two phases, with Madhya Pradesh included in the second phase in April 2021. Infant and child mortality rates remained high. Even reflected in the economic survey, 42.8% of children are underweight compared to their age, while 42% suffer from stunted growth. Other social parameters where Madhya Pradesh is seen lacking is the construction of Toilets in the state. With the Economic Survey of 2022-23, the Government itself highlighted that it couldn't achieve the goal of 50% toilets under prime minister Shri Narendra Modi's flagship scheme Swachh Bharat Mission.

2. Acknowledgement of the state employment crisis and resolution

As mentioned above, unemployment remains a contentious issue in the budget and general economics of the state of Madhya Pradesh. Historically, Madhya Pradesh has always had a high rate of unemployment as the workforce engaged in agriculture cannot be absorbed in the Industrial and tertiary sector without human development. State Assembly records suggest that the Government has created 17,600 jobs annually since 2003. The economic survey of 2016 also indicates that the educated unemployed population stood at around 11.24 lakh.

On the state employment portal, registrations have reached a staggering high number of 39 lakh registrations however the Government in its own claim has allocated 21 individuals through the said State Employment Schemes. Unemployment figures tabled in the monsoon session of 2022, highlight that there were 25.8 lakh registered unemployed youths till April 1,

2022, with majority belonging from OBC communities and the predictive figures reaching 38 lakhs in 2023. The Government also hasn't addressed the reducing the number of jobs within the private sector by 60% between 2021-2022. Considering the data tabled in Madhya Pradesh assembly, 2,46,612 jobs were generated in the state between 2004 and 2017. Of these, 2,27,386 jobs came from the private sector.

3. Emphasis on Rural distress

Although the state of Madhya Pradesh has won the Krishi Karman 7 times, yet not many farmers want to continue and prolifer in their current profession. This is largely due to huge regional disparity in agriculture production. Out of the 52 districts of the state, 15 from the prosperous Malwa region contribute to over 50% of the output. Many marginal farmers of Bundelkhand, Chambal-Gwalior region and in Vindhya Pradesh are losing interest in farming and selling their lands. The state Government was against the idea of waiving loans for farmers and instead implemented a scheme called Bhavantar Bhugtan Yojna (Differential Remuneration Scheme) to compensate farmers for the difference between the price they received and the minimum support price (MSP), particularly for soybean and wheat crop (primary trade of the state). However, the scheme resulted in a deficit of ₹1,900 crore, and the Government had to seek financial aid from the central Government to cover the expenses. Despite the scheme, small and marginal farmers in Madhya Pradesh are still struggling with low prices for their crops, high interest rates on loans, costly inputs, exploitative intermediaries, high taxes in marketplaces, expensive labor, inadequate market connections, insufficient decentralized storage facilities, cold storage, and a variety of related problems. There has been a consistent decrease in budgetary spending on agriculture from 2021-22 (10%), however it is the only sector providing for a positive growth (5.2%) in GSDP even during 2020-21 downward slope across all sectors (graph)., with majority trade being facilitated through Soybean and Basmati rice. Although the Government announced an enhanced ₹2000 crore allocation for PM Fasal Bima Yojna, it has not been able to subside the scale of the problem, with only 350 crore allocation out of the ₹2500 crore in the current allocation for farmers' waivers on bank interest on those who have defaulted on agricultural loans. With the recent unseasonal rains, furthering the problem for Rabi output (wheat being the most important crop in the state), the less allocation does not provide enough headroom for emergency funds. In the last NCRB report, Madhya Pradesh accounted for ~12% of all farmers suicides in the country (667) with

NSSO report indicating that there was a substantial crash in the average income of a farmer per day (₹26.67) and the average debt on a farmer to be well over ₹74000.

4. Droughts and Climate

Madhya Pradesh has a history with droughts. The Bundelkhand region of Madhya Pradesh, India, has a history of recurring droughts and famines since the late 19th century. The region has experienced a major drought every 16 years during the 18th and 19th centuries, which increased by three times during the period 1968 to 1992. In 2016, 46 out of 52 districts were declared as drought-affected by the Government of Madhya Pradesh. Despite diversified geographical profiles with 11 agro-climatic zones, the impacts of droughts differ from region to region given the variation in socio-economic profile, demographics, and natural resource base. The agriculture sector is the worst sufferer among all sectors. The present policy framework in Madhya Pradesh is represented by an overarching State Level Action Plan on Climate Change (SAPCC), which tries to address sectoral issues by connecting climate measures with the existing agendas of all other line departments such as water, agriculture, forest, transport and so on. While sectoral policies exhibit excellent action plans with measurable outcomes, they often end up in 'climate proofing,' resulting in maladaptation due to its narrow, disintegrated view. Additionally, most often policy responses either focus on mitigation or adaptation neglecting the interconnectedness of the two approaches for addressing climate change comprehensively. There are a number of other state Government responses on drought such as the Bundelkhand Special Package for Drought Mitigation and Drought Prone Areas Programme, which focused particularly on addressing drought. In 2021, 35 of the 52 districts were in a rain deficit with many being more than 70% rain deficit. There has been no significant attempt in the budget to resolve or even address the issue.

Economic Revival of the State

Fiscal responsibility of the state Government:

- Madhya Pradesh recently emerged from a two-year period of revenue deficit.
- The state achieved a revenue surplus of approximately ₹413 crore, which accounts for 0.03% of the Gross State Domestic Product (GSDP).
- Despite the revenue surplus, the state's fiscal deficit is estimated to be ₹55,708 crores, representing 4% of the GSDP.
- This fiscal deficit exceeds the limit set by the Madhya Pradesh Fiscal Responsibility and Budget Management Act, 2005 (MPFRBM).
- The state government has been increasing its borrowings to meet its financial obligations.
- It is essential for the government to reassess its strategies and focus on increasing revenue receipts to fulfill the budgetary demands.
- The increasing loans each fiscal year highlight the need for a review of fundamental aspects to address this situation.

Investments in Human resource development:

- Madhya Pradesh is categorized as one of the Empowered Action Group states under the National Health Mission.
- The state faces challenges in containing population growth and exhibits poorer quality of life indicators compared to other states.
- Health problems prevalent in Madhya Pradesh contribute to high maternal and child mortality rates, including anemia, malnutrition, early childhood illnesses, and various infectious diseases.
- The state's health infrastructure and human resources fall short of the standard guidelines.
- Access to and affordability of healthcare services are major challenges in Madhya Pradesh.
- The average out-of-pocket hospital expenditure in the state is ₹24,085 (approximately \$360), which is higher than the national average of ₹18,000 (approximately \$268).
- Despite a relatively equal distribution of public and private healthcare facilities, the affordability of care remains a concern.
- The government's efforts in opening and providing coverage for Sub Health Centers (SHCs) and Primary Health Centers (PHCs) have been lackluster.

- Madhya Pradesh has a significant shortage of human resources, with approximately 1,12,724 job vacancies in the healthcare sector.
- The government should prioritize increasing investments in healthcare and focus on human resource development. Emphasis should be placed on filling the vacant healthcare positions to improve the state's healthcare system.

Enhancing social progress through education:

- According to the Annual Status of Education Report (ASER), only 56.8% of children enrolled in primary and upper-primary schools in rural areas of Madhya Pradesh attend school regularly.
- Madhya Pradesh ranks as the second worst state in terms of regular school attendance, with Bihar being the only state with a lower attendance rate (54.6%).
- Despite the challenges posed by the Covid-19 pandemic, Madhya Pradesh is among the three states in India where the enrollment of children aged 6-14 years in private schools has increased.
- The prolonged closure of schools during the pandemic has resulted in a learning gap, leading more children to opt for private paid tuitions.
- Gender discrimination persists in school enrollment, with a growing gap between boys and girls not attending schools, especially in higher classes.
- The state government has introduced schemes to promote women's education. However, the focus on primary education has not been adequately addressed or reflected in the budget.
- Implementing general promotive activities that improve the overall state of primary education can be beneficial in increasing enrollment rates and addressing these challenges.

Essential vocational skill development:

- Madhya Pradesh lags behind the national average in terms of skill development and employment generation.
- The state has a historical problem of high unemployment rates, which can be attributed to the lack of skill development platforms.
- In the recent budget, the state government has allocated ₹1,000 crores for the Skill Apprenticeship scheme and ₹490 crores for infrastructural development.

- These measures are aimed at bridging the significant skill gap and promoting industrial development.
- Given the magnitude of unemployment in the state, it is crucial to assess whether the current skill development techniques can effectively meet the needs of everyone.
- Further evaluation and surveying are necessary to determine if the existing skilling methods are scalable and can cater to the demands of the population.

Vyapam and the relegated issues of staff selection in Madhya Pradesh:

- **Vyapam,** a system of selection in Government services, has negatively impacted the youth of Madhya Pradesh due to competitive and entrance examinations.
- To address the concerns associated with the selection process, it is recommended that the government establishes a new State Staff Selection Commission.
- The State Staff Selection Commission should be responsible for the recruitment of third and fourth class posts in Government, public sector undertakings, and bodies.
- The commission's role would include organizing exams and interviews in a transparent, fair, and accountable system that provides equal opportunities to all qualified candidates.
- To increase opportunities for local candidates, the selection of non-gazetted class III posts in the divisional cadre and class IV posts in the district cadre could be extended at the district level itself.
- The government should consider exempting candidates from reserved categories, women, and unreserved categories with an annual family income of less than 6 lakhs from paying the selection fees.
- Waiving selection fees would enhance participation from lower socio-economic backgrounds.
- Candidates affected by the Vyapam system should have their fees reimbursed by the government to ensure fairness and justice.
- These policies aim to establish a more transparent, fair, and accessible system of selection for government services in Madhya Pradesh.
- The proposed changes would support equal opportunities for all qualified candidates and contribute to a more efficient and effective government workforce.

Reflection on climate change as a serious existential threat:

- Climate change is a less prioritized topic in the budget and general polity of Madhya Pradesh, despite directly impacting its citizens.
- Historical trends indicate that more districts in Madhya Pradesh will become drought-prone, with decreasing precipitation rates across the state.
- It is important to recognize that climatic or drought vulnerability is not solely determined by access to water or precipitation but also by the environment's capacity to cope.
- Implementing a micro-level action plan that assesses the extent of the condition and developing a policy framework specific to the conditions of Madhya Pradesh is crucial for a long-term solution.
- Such an approach will help reduce the adverse impacts of drought on local communities.
- The focus should be on understanding and addressing the unique challenges posed by climate change in Madhya Pradesh to effectively mitigate its effects.

Agriculture as a focal point for state economy:

- Agriculture is a significant contributor to Madhya Pradesh's economy and revenue receipts.
- The state faces various challenges in the agricultural sector, including a lack of cold storage facilities and trading opportunities in Agricultural Produce Market Committees (APMCs).
- Farmers in Madhya Pradesh are burdened with increasing loans and decreasing incomes, highlighting the existing structural inequities in the sector.
- Despite being the second-largest producer of onions, the state has not fully capitalized on its proximity to major markets in northern India due to inadequate storage capacity.
- Addressing the storage issue can benefit farmers by allowing them to take advantage of price differences during periods of low supply.
- Incentives should be provided to encourage the creation of storage facilities at the farm level and organized cold storages powered by solar energy.
- These initiatives will help improve the agricultural value chain, reduce post-harvest losses, and enhance farmers' income opportunities.
- Investing in storage infrastructure will enable Madhya Pradesh to maximize its agricultural potential and contribute to the overall development of the state.

Particulars	Cost Incurred
Cost of a 5MT Solar Powered Cold Storage (Before Subsidies)	~₹27-24 lakhs
Subsidy provided by the Government	₹2.5 Lakh/per ton
Eventual Cost	~₹15-12 lakhs

Solar Powered Cold Storage project in the state of Madhya Pradesh

- Electricity consumption in agriculture in Madhya Pradesh is higher than other states, accounting for 33.7% of total electricity usage.
- However, the current electricity supply is unable to meet the requirements due to persistent rainfall deficits.
- Electricity plays a crucial role in extracting groundwater through pumps for irrigation in agricultural fields.
- There are significant subsoil water resources available in almost all regions of the state, creating an incentive to promote electricity distribution for efficient utilization of these resources.
- Enhancing electricity supply in the agricultural sector will support sustainable irrigation practices and contribute to increased agricultural productivity.
- Adequate electricity distribution for groundwater extraction can help address water scarcity issues and improve farming conditions in Madhya Pradesh.
- In 2012, Madhya Pradesh removed horticultural produce from the monopoly of the Agriculture Produce Marketing Committee (APMC)-controlled mandis, becoming one of the first states to do so.
- The state needs to provide policy incentives to attract private market yards that offer electronic and sample-based trading, following the decision to remove horticultural produce from APMC control.
- Madhya Pradesh is a net exporter of fruits and vegetables, with easy access to major northern and western urban markets.
- There is an opportunity to focus on the development of horticulture and allied agro-based industries in the state.
- The government could introduce a new policy solution to increase the economic viability of these activities for farmers. Establishing a fund that provides grants and loans at lower interest rates for the establishment of small-scale processing plants for fruit and

vegetable production, spice production, and related industries could be beneficial. Farming support organizations and the government have previously provided loans for activities such as pulpwood plantation, showing their effectiveness.

- Private investment in these areas could be incentivized through tax breaks and financial incentives.
- The government could introduce programs to provide training and support for farmers in producing high-quality and certified seeds and promote ancillary agro-based industries like animal husbandry, dairy development, poultry farming, and fisheries. These provide
- A new program could be introduced to offer loans, discounts, exemptions, and incentives for seed production cooperative societies and self-help groups, encouraging educated unemployed individuals from farming families to engage in agriculture and related industries.
- Training and support should also be provided for individuals entering the agriculture industry.
- Focusing on the development of horticulture and allied agro-based industries will create a more economically viable environment for farmers and contribute to the overall growth of the agriculture sector in Madhya Pradesh.

Industrial development as the driver of economic progress:

- Madhya Pradesh government's efforts to attract foreign investors through outreach programs and the Global Investors Summit in Indore, with Prime Minister Narendra Modi inaugurating the event in February.
- Previous MoUs with foreign investors did not materialize due to lacking state infrastructure.
- Proposed measures to encourage foreign direct investment:

a. Offer GST and property tax concessions.

b. Provide electricity and interest rebates.

There is a demonstrated correlation between tax incentives and increased direct investment and interest in the state Foreign or otherwise.

- Focus on promoting industries that provide employment to youth in technical and non-technical positions.
- Development of new readymade garment complexes and special areas for power looms to support the textile industry and utilize cotton production.
- Recommendation to establish a new Small Business Department or Corporation:

a. Provides training, mentoring, and financial assistance to entrepreneurs and small business owners.

b. Simplifies regulations and procedures for small businesses.

c. Offers incentives for businesses investing in the state and creating local employment.

- Overall objective is to create an environment conducive to industrial growth and development in Madhya Pradesh.
- Expected benefits include job creation, innovation, and economic growth.

Tribal employment opportunities:

- The government should address structural inequities in addressing tribal issues in Madhya Pradesh.
- Increase wages for tendu patta workers and provide concessional interest rate loans to educated unemployed tribal youths.
- Initiate employment-oriented training programs for nomadic and semi-nomadic castes to create better job opportunities.
- Establish a language center focused on the development and maintenance of the Gondi language, which is endangered in Madhya Pradesh.
- The Gondi language has 13 million people identifying as Gondi, but only 2.89 million speakers according to the 2011 Census.
- The language center should have skilled language experts, linguists, and researchers to implement programs and initiatives that promote the use and awareness of the Gondi language.
- Collaborate with local schools, community organizations, and stakeholders to develop language curriculum and teaching materials.
- Provide training programs for Gondi language teachers and language learning opportunities for non-native speakers.
- Establish partnerships with local businesses and industries to promote the use of the Gondi language in commerce and trade.
- This will preserve the Gondi language, enhance its value, and provide economic opportunities for Gondi speakers.

Focus on Tourism:

- Tourism is a significant source of revenue for Madhya Pradesh, accounting for 10.4% of GSDP in 2019, but dropping to 5.5% in 2020 due to the impact of COVID-19.
- The Government should leverage Madhya Pradesh's rich tourism heritage to attract more visitors and increase tourism revenue.

- Establishing museums, memorials, and statues of historical significance can help generate crowds and attract tourists.
- Implement effective advertising strategies, similar to the collaboration with Ogilvy under the 'Incredible India' campaign since the early 2000s.
- Transform tourist and heritage spots into marketplaces for women and self-help groups (SHGs) to engage in activities like art, handicrafts, food items, and cultural presentations.
- This approach can provide economic opportunities for women and SHGs while enhancing the overall tourism experience.
- The aim is to increase footfall and revenue while promoting local arts, crafts, and cultural offerings.
- Reinvigorating tourism in Madhya Pradesh will contribute to the state's economic growth and development.

Conclusion

In conclusion, the budgetary analysis of the state of Madhya Pradesh has revealed a significant focus on policies aimed at enhancing the social status of tribes and women. These measures have undoubtedly contributed to empowering marginalized communities and promoting gender equality in the state. However, it is essential to acknowledge that these policies may have been strategically implemented with an eye on securing a credible vote bank in the upcoming state elections. While the initiatives targeting tribes and women deserve recognition for their positive impact, it is crucial to note the absence of sufficient attention given to other critical issues. The budget failed to highlight pressing concerns such as drought, agricultural economy, industrialization, and other vital social indicators. Neglecting these areas can potentially hinder the overall progress and development of Madhya Pradesh. Addressing the challenges faced by the agricultural sector, mitigating the impact of drought, and fostering sustainable industrialization are essential for ensuring comprehensive and inclusive growth. These aspects are interconnected with the overall social and economic development of the state. By addressing these issues, the Government can create a more robust foundation for the upliftment of all its citizens, irrespective of gender or tribal background. While focusing on specific social groups is commendable, it is imperative for policymakers to adopt a holistic approach that addresses the broader challenges faced by the state. A balanced allocation of resources and policy implementation that addresses the concerns of various sectors will be vital in ensuring sustained and inclusive progress.

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