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## New Schemes Launched in MP | Madhya Pradesh | 16 Dec 2024

### Why in News?

Recently, the **Madhya Pradesh Chief Minister** launched '[Jan Kalyan Parv](#)' and '[Mukhya Mantri Jan Kalyan Abhiyan](#)' in the state. The two programmes are aimed at highlighting the works undertaken during his tenure and connecting more people to the government's welfare schemes.

### Key Points

- **Public Welfare Initiatives:**
  - **Jan Kalyan Parv** is scheduled **from 11th to 26th December 2024**, focusing on **inaugurating and laying the foundation for development projects**.
  - **Mukhya Mantri Jan Kalyan Abhiyan** runs from **11th December 2024 to 26th January 2025**, aimed at **connecting eligible beneficiaries to public welfare schemes** through door-to-door surveys.
  - These **initiatives coincide with [Gita Jayanti](#)**, commemorating the **recitation of the [Shreemad Bhagwat Gita](#)** by Lord Krishna.
- **Focus of the Campaigns:**
  - These **campaigns targets the poor, youth, farmers, and women**, linking them to:
    - 34 beneficiary-oriented schemes
    - 11 target-based schemes
    - 63 services
  - The objective is to **provide new opportunities and ensure accessibility of welfare schemes**.
- **Cultural Recognition and Achievements:**
  - At the **[Gita Mahotsav](#)**, over 7,000 people, including 3,721 Acharyas and Batuks, participated in the **mass recitation of Gita verses**.
  - The feat earned recognition in the **[Guinness Book of World Records](#)**, and the Chief Minister congratulated the participants.