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## Son Chiriya Aajeevika Utsav, 2021 Launched | Madhya Pradesh | 23 Oct 2021

### Why in News

- On October 22, 2021, Urban Development and Housing Minister Bhupendra Singh launched the **state-level 'Son Chiriya Aajeevika Utsav, 2021'** at Mahila Haat-Bazaar in Shivaji Nagar, Bhopal. This Aajeevika Utsav will continue till October 31, 2021.

### Key Points

- Urban Development and Housing Minister Bhupendra Singh said that the products manufactured by self-help groups formed under [Deen Dayal Antyodaya National Urban Livelihood Mission](#) will now be known as Son Chiriya brand. The products of self-help groups will get a new identity in the state and country under the name of Son Chiriya brand.
  - In this state level festival, products made by women of self-help groups of 24 urban bodies of the state, such as decorative items, zardozi items, organic products, jute products, jewellery, gift items, incense sticks, pickles, big-papad, spices And toys etc. are being displayed and sold.
  - The Urban Development and Housing Minister said that Haat-Bazaars would be set up in all the cities to provide space for the sale of products manufactured by Self-Help Groups.
  - At present there are 35 thousand self-help groups in the urban bodies of Madhya Pradesh, in which 3 lakh 50 thousand women are involved.
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## Distribution Reforms Committee | Madhya Pradesh | 23 Oct 2021

### Why in News

- On October 22, 2021, the State Government of Madhya Pradesh constituted the **Distribution Reforms Committee under the chairmanship of Chief Secretary Iqbal Singh Bains** for the result based distribution area plan related to reforms by the Ministry of Power, Government of India.

### Key Points

- Managing Director M.P. Power Management Company Limited has been made the convener of the committee. Additional Chief Secretary Environment, Principal Secretary Finance, Forest, Energy, Revenue, Panchayat and Urban Development and Housing have been made members in the committee.
- This committee will review the progress of the scheme at the state level. In addition, it will recommend action plans for the approval of the Council of Ministers.
- Will submit recommendations on the detailed project report for approval to the Monitoring

Committee constituted by the Ministry of Power, Government of India. The committee will also review the physical and financial progress of the projects as well as the quality.

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## Center of Excellence in Logistics | Madhya Pradesh | 23 Oct 2021

### Why in News

- On October 22, 2021, two 'Memorandum of Agreement' have been signed between Devi Ahilya Vishwavidyalaya, Indore and the Logistics Center Council, an autonomous organization of the Government of India, for the establishment of the **first Center of Excellence in Logistics in Madhya Pradesh**.

### Key Points

- **This center will be established in Devi Ahilya Vishwavidyalaya.** The Logistics Sector Skill Council has a plan to provide one center in each state.
- Higher Education Minister Dr. Mohan Yadav said that new employment opportunities would be available to the youth of the state with the introduction of logistics courses in Madhya Pradesh.
- Being geographically located in the center of Madhya Pradesh, this effort will also be successful in connecting industries from an industrial point of view. He said that **this center is going to be opened for the first time in the country**.

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PDF Reference URL: <https://www.drishtiias.com/statepcs/27-10-2021/madhya-pradesh/print>