

An Analytical Study on the Reasonability of Economic Stimulation of the Human Beings to Overcome Sustainable Development Challenges Depicted in Hindi Novel *go:da:n*

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The development that maintain the necessary conditions for future generations to fulfill their aspirations and requirements while at the same time uses and manages the biotic system, while preserving the ability of meeting the highest sustainable benefits to the present generation is called sustainable development. Recently, a set of 17 sustainable development goals was adopted by the UNO at the 70th General Conference, which are to be implemented and achieved in every country from 2016-2030. India had been a British colony for many years and at that time the traditional Indian aspects of social, economic, political, cultural, religious and literary spheres were destroyed. As a result of this colonization and the origin of industrialization, the aspirations and attitudes of Indian people were rehabilitated politically, economically and culturally. *go:da:n* is one of such novels of prominent Hindi writer *pre:mcand*, which reveals such social transformation of India. *go:bār* is a young man who practically affirms to people of his own race, that economic strength is the contributory factor to reach a higher social level, by struggling with the oppression of severe poverty and imprudence of landowners and adapting his life according to the socio-economically, politically diversified society of India through industrialization. *pre:mcand* has been able to explain that gender equality plays a leading part in social development, through the female protagonists *dhania* and *Junija*, who were raised against the traditional practices of the women in Indian society, which is one of five broad areas that SDGs have focused on. The objective of this study is to analyze the reasonability of economic stimulation of human beings to achieving SDGs through the eradication of poverty, social equity and the renewal of global solidarity through gender equality, which is depicted in the novel *go:da:n*. This study was done through literary reviews based on sustainable development and this is important to emphasize the utility of literary creations to provoke the attitudes of human beings about sustainable development.

Keywords: Sustainable Development Goals (SDGs), Sustainable Development Challenges, Reasonability, Economic Stimulation, Human Beings

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