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KANYASHREE PROKOLPO: A WAY OF ATTAINING SUSTAINABLE DEVELOPMENT GOALS

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ABSTRACT:

The United Nations' (UN) 17 sustainable development goals lay the framework for the world economies to unite the world as One and make it a better place to live in. India being on the same world map is not an exception. The prime and most focused agenda for both central and state governments is to implement sustainable development goals that are to be channelized through various schemes, programmes and scholarships. This in turn will provide opportunities for new innovative start-ups and business solutions that are environmentally friendly. Equal opportunity in education irrespective of gender and socio-economic status of the public, and creating new job opportunities are essential for effective resource mobilisation. Half of a problem can be solved by identifying and acting to solve it. In West Bengal there is a part of the young female population who are forced to drop out of school and get married or due to their economic crisis leave school; thus the prospect of these girls trying to pursue higher education for a better future gets a setback. The Government of West Bengal provides monetary support to empower adolescent girls through different schemes. 'Kanyashree Prokalpo' being one such successful scheme, bagged the United Nations Public Service Award in 2017 along with other Awards over the years. 'Kanyashree Prokalpo' is a Conditional Cash Transfer Scheme that aims to empower adolescent girls in West Bengal. It has two parts: K1 and K2. K2 offers a one-time award of Rs. 25,000 to support higher education and deter early marriage, while K1 offers unmarried females

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