



# Drug Addiction and Drug Induced Culture Change in Darjeeling District

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## **To Cite this Article**

Pintu Majumdar (2023). Drug Addiction and Drug Induced Culture Change in Darjeeling District. *Journal of Criminology and Criminal Justice Studies*, 1: 1, pp. 41-55. <https://doi.org/10.47509/JCCJS.2023.v01i01.04>

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**Abstract:** Regional significance with its diverse ethnic compositions and the general consensus of the locals helps in formation of a specific culture. Bauman in his Liquid Modernity and Merton in his Modes of Adaptation rightly mentioned how modern and post-modern life leads individuals towards complexities. This paper seeks to investigate the relationship of culture with drug consumption and related activities in contemporary times along with the dynamic major causes associated with the behavior in the light of sociological theories. An attempt has been made to show how regional growth (Darjeeling) can lead people to drug related activities and the way youth are indulging in it within the context of an emerging culture. Youth nowadays look for an alternative for their hard realities which they find difficult to face, hence they expose themselves in counter culture only to carry illegal activities involving drugs.

**Keywords:** Darjeeling, Culture, Drug, Addiction, Cosmopolitan, Consumer Culture, Liquid Modernity, Counter Culture.

## **Introduction**

North Bengal is named and called as Mini-India by many researchers due to the existence of diverse ethnic groups, communities and culture and Darjeeling district is no exception to that. Culture is a very important key factor for any region as it represents the composition and behavioral pattern of the people through language, food habit, ethnic dress pattern, traditions and their norms and values et cetera Culture is basically common to the societal members and can be both material and non-material. A general consensus prevails in the creation of a specific culture. Culture is in a continuous process of dynamicity, and changes time to time in the name of new trends by replacing the traditional ones not completely but partly in a gradual process. Here in this paper an attempt has been made to discuss drug culture in the region under study.

Before going deep into the discussion, we need to discuss drug culture first. As per APA (American Psychological Association) Dictionary of Psychology drug culture is “the activities and way of life of people who habitually abuse one or more kinds of drugs, usually illicit drugs such as hashish, cocaine, heroin, LSD (Lysergic acid diethylamide), or other substances that produce altered states of consciousness”. So, from this definition of drug culture we can ascertain that, drug abuse is illegal, it has addictive particles, and most importantly it has the potential to alter consciousness and its culture is basically called counter culture as it lacks general consensus to build on. In recent societies drug culture and its participants are growing rapidly with the increasing influence laid down by the different processes. We will discuss how mainstream culture is countenancing the drug activities and providing a space to emerge as a separate culture.

Culture is in a continuous process of evolving, and changes time to time in the name of new trends by replacing the traditional ones not completely but partly in a gradual process. Here, in this paper we will try to locate whether there is any relationship between culture and drug addiction or how culture influences drug abuse behavior and what are the factors that are responsible for this behavior with special reference to Darjeeling district.

Social sanctions, rituals, beliefs, conventional norms, rules and regulations, socialization, and lastly, parental control, family structure and its relations play a crucial role in the culture of drug abuse and addiction. We will not directly consider all of these factors and their contribution towards the formation of drug culture in this paper. Rather we will discuss factors which are responsible in creating a trend appertaining to drug culture in recent times.

As already mentioned above, culture is a continuous process, and gets modified gradually with time and development of any particular society. Hence, the culture we are experiencing today has its roots in history and different processes like, modernization, westernization, globalization have worked as a reinforcement to give it a shape or to create a cosmopolitan culture. These processes continuously penetrate society in general and individual in particular to participate in consumerism and that makes people vulnerable towards substances as it provides different means to retreat into oneself.

This paper deals with the culture of Darjeeling district by dividing the region into two parts Hills and Plains as it has cultural differences in it. To compare and contrast the cultural situations of the district it would be useful to divide it into two parts to understand the growth relating to culture and to locate the factors associated with the behavior of drug abuse and addiction in the region.

Hills: Culture of Darjeeling hills changed and traditional activities were replaced by the intervention and invasion of Britishers as they were responsible in bringing a new culture to hills. With the establishment of a sanatorium Britishers started to reorganize

the institutions of hills whether economic, political, or social in respect of health, culture and education et cetera, ((Dozey 2011), since then the people of Darjeeling hills got influenced and started modernizing themselves by adopting modern culture. This was the phase wherefrom cultural changes occurred in Darjeeling way early than the plains.

Basically, cultural change started with the introduction of missionary activities encouraged by the Britishers after the initiation of Charter Act of 1813. Company realized that, they could rule smoothly if they could acquaint the locals with English language, and education was the best medium through which they could satisfy their intentions. Downward Filtration Theory, 1835 of T. B. Macaulay published in Macaulay's Minutes (Woodrow, 1962) will be the best example of the statement to probe how Britishers put their strategies to disseminate their culture amongst Indians, and Darjeeling was no exception to that. Missionaries were the pioneers of education in Darjeeling. Education is the factor through which Darjeeling hill population got an opportunity to attach with and get acquainted with European culture (Khasnobis, 2016, 171-204). As hill education was the replica of the educational model of England, hence they got to know new cultural trends of Western society easily and in a gradual process they amalgamated with it. Music was the related activity of education and people of Darjeeling were getting used to it, even after independence when Britishers left the people of Darjeeling they retained their cultural activities, and still in contemporary society we can easily trace the influence of western culture in Darjeeling hills as it was once the major centre for European education.

Plains: In the plains area of Darjeeling district (Terai) before independence there was scarce habitation near the forests and scarcely any information is found regarding the culture of the people residing in the concerned area. Most of the parts of Terai were covered with dense forest and the part was not inhabitable in all respects (Khasnobis, 2016, pp. 42-81). After independence due to the geo-political reasons heavy migration took place in the plains as it occurred in hills during pre-independence. The initial culture of Terai was truly built on community sentiments and practices as the communities were settled separately from one another in dense forests but in contemporary times, heavy migration, regional growth and development have made the people to co-exist with different other communities which led them to interact and acculturate with one another. On the one hand, interaction with different communities helped the culture of plains to get modified, and different social and economic processes led the culture to eventuate as a modern one on the other ((Kumari, 2016)). Unprecedented and unplanned growth, and changing urban amenities are rapidly pushing the people towards the cosmopolitan life style without sustaining their traditional practices, mores, values which is the result of stepping to a new culture.

The strategic geographical location of the region makes it very significant as it shares national and international borders (Lama and Sarkar, 1986). The region is very resourceful for cross border exchange and it generates huge profit for the smugglers, peddlers and distributors as they are abusing the region for international illegal businesses and drug is one of them (Lama, and Khawas, 2009). Terai region has become one of the significant regions for illegal activities as it serves the opportunity to circulate substances easily to different locations due to its connections with several national and international borders. On the one hand, poverty, unemployment and growing hikes in daily household expenses pushes individuals to belong to the drug cultural activities, and on the other hand, for peddlers and smugglers they have become easy targets and intrigued into the business. For a section of youth participation in such activities has become a trend to earn easy money in a very short time.

Development of information and communication technology along with the growing metropolitan life style are encouraging people to live a modern life, and in Siliguri, mushrooming of different recreational centers in recent times justifies the initiation of a new substance abusing culture in the name of night life. This up-to-date trend is making the youth vulnerable which encourages youth repeatedly to participate in it. Such recreational consumer culture has made the region prone towards new substance abusing culture. In all respect the region under study has become vulnerable and fragile for the existence and continuation of drug addiction business culturally in contemporary times.

### **Interplay of Music and Drugs**

The interplay of music and drugs is found to be specific to the hills and not found in the plains of Darjeeling district. In and around eighties and onwards, band and rock music were very popular in Western societies and even in West Bengal specially Kolkata and Darjeeling hills. In hills, it became very prominent and the people, especially the youth were showing their interest in a high degree at the end of 80s of twentieth century. Youth started getting engaged with rock and band music by internalizing all the activities of the western singers and guitarists. Before presenting performances, they doped themselves with different natural drugs as it blocks the shyness and their performances will blow the minds of the audience. As different western singers dope themselves before their performances, so here in Darjeeling musicians started doing the same, and eventually they got addicted towards substances. This legacy is being carrying out still by a section of youth who are attached with music in recent times. As time passed on this prevailed as a trend in society that musicians keep long hair, and have drugs before their performances whether in front or back stage and take the role of significant other (Keith Richards, Nikki Sixx, Ozzy Osbourne, Shame MacGrowen,

Lemmy Kilmister, Brain Wilson, Steven Tyler, Slash, Eric Clapton, Iggy pop, Justin Bieber, Snoop Dogg, Johnny Cash, DMX, Nelly, Bruno Mars, Robert Downey Jr., Bob Dylan et cetera, are the famous musicians who used to consume drugs in front or back stage, video link is provided in the reference section).

From data collected in the field it was seen that, different musical concerts and band performances are the base areas where youth of hills are encouraged in taking drugs or substances by their deviant peers. On the days when these events are held the youth enjoy greater freedom and there is no pressure for returning home on time, this gives them scope of interacting with the addicted peers which influences them in taking drugs and often ending up as addicts. They mentioned, they had started their experience from concerts and now, they are deep into this without seeking any music concert to enjoy. As Elliott discussed in his 'Integrated Model of Delinquency' (Elliott, 1962) which was the expansion of Sutherland's 'Differential Association Theory' to drug use especially among teens. He extends the ability of social learning theory to explain drug use by combining the elements of social control and strain theory. His main focus was on strong bonding with deviant peers as the primary cause of drug use. That type of bonding is always motivated by weak ties to parents, schools and social disorganizations. Life style and dominant personality of the musicians attracted youth so much that, they wanted to be the part of the 'wannabe culture' through social learning and ultimately join hands with the abusers. Although drug abuse and addiction started as an individual choice but in gradual process it became group activity only to manage their actions regarding drug abuse and addiction, and impacted socially that is why this behavior has become a social disease or problem. These music concerts and related parties helped in the growth of addicts in a way that, in one hand, it provides a space where at a time huge number of individuals gets involved by attending music concerts. On the other hand, participation in these activities shows the social interaction, relationship and bonding of youth.

We will now discuss the culture of Darjeeling district as a whole instead of dividing the regions as hills and plains and try to locate other associating factors of culture with drug abuse and addiction.

### **Juxtaposition of Drug, Cosmopolitan Life, Information and Communication Technology (ICT) and Consumer Culture**

Cosmopolitan and consumer culture, increasing modern urban amenities and, unprecedented growth of a region like Darjeeling district put people in a changing phase of culture which brought high degree of individualism to society, and increasing recreational institutions lured individuals from youth category to refresh and get rid of their frustrations by doing and having substances to forget everything by becoming

high. In this context, growing individualism and freedom cherished by a section of youth who have necessary resources and tries to maintain a specific culture (especially drug consumption) which would represent a particular class. Consequently, participating in specific culture brings a social status and these drug related activities reflects their cultural life style. They are the ones who started the culture in the name of trend as they have the necessary resources.

Development of information and communication technology (ICT) provided a base where an egalitarian society can be possible in terms of accessing information through World Wide Web, different social networking sites, movies, songs, and advertisement which helps to transform a trend into a popular culture by engaging more participants in it. Eventually it is imitated by others (lower and middle class) those who lack or has nominal resources. Hence, they face several problems for the maintenance of the activity as they step deep into the behavior. Here, as Gabriel Tarde in his 'Imitation Theory' mentioned that, lower class or lower strata people always try to imitate the upper ones, and try to live a life just like the upper classes for a moment but it generates an insatiable appetite that never ends up completely, it increases day by day with their participation and experience. There lies the problem of these activities because participants already get addicted to the life style, and lose their self-control. Hence, Social and self-control theory becomes inseparable to interpret and understand the concerned reality herein.

Today drug addiction and related activities are considered as a major problem of the society and most of the theorists mention that, when individuals lose their self-control in judging any activity in respect of good or bad, and gets attracted towards negative stimuli that naturally lead to social problems because these undesirable activities are socially learned through culture and produce undesirable outcomes. Drug abuse and addiction has taken a shape of popular culture and youth are participating in this as a cultural activity. These activities were truly absent in the plains during earlier days because the development of the region started late and people specifically youth attached themselves with the concerned culture after several decades. Youths of the plain region indulged in the culture but that actually was shadowed by the unprecedented growth of the region, modernity, cosmopolitanism and increasing urban life style rather than music concerts.

*'Consumer culture is a system in which consumption, a set of behaviours found in all times and places, is dominated by the consumption of commercial products. It is also a system in which the transmission of existing cultural values, norms and customary ways of doing things from generation to generation 'is largely understood to be carried out through the exercise of free personal choice in the private sphere of everyday life.' Furthermore, consumer culture is also bound up with the idea of modernity, that is, a world 'no longer*

*governed by tradition but rather by flux,' and in which 'social actors who are deemed to be individually free and rational' holds sway (Slater, 2000).*

Technological developments and consumer culture tend to provide seemingly egalitarian society that lure and lead youth to a free society where undesirable acts like, posting negative contents of sexuality, drug activities, and techniques of crime are also encouraged due to the absence of proper surveillance on technological acts (on networking sites). Although Consumerism is a political and economic strategy that impacts social sides but builds on cultural aspirations to generate more profit as it promises people that they can have everything irrespective of time and space barriers. Unprecedented material abundance with access to the advanced technology makes a section of youth susceptible to drug addiction. They access cultural traditions of other regions and misusing their individual freedom they are exploiting the advancement in technology to fulfill their illegal and negative desires by keeping their parents in the dark as they are not much capable of handling and make use of modern technology. Moreover, most of the parents are not acquainted with the very consumer culture of advanced and cosmopolitan societies. Nowadays, one can easily get access to the illegal substances by using different social networking sites and through advertisements with more details which were never so easy to access (Varman and Belk 2008). We will discuss above mentioned desires and their access in our next points of popular culture and counter culture as both of the cultures are by-products of global consumer culture and a reflection of cosmopolitan culture.

### **Popular Drug Induced Culture**

Raymond Williams mentioned that, 'popular culture' is something in which many people are involved as a distinct entity' (Williams, 2018). Hence, following the quote popular culture may be understood in a way that, when any part or trait of culture become widely distributed amongst people of any region it can be called popular culture. Here, one thing that needs to be considered is that, particular trends or any other traits of culture depends on and accords with age segment. The topic under study specifically focuses on the youth and their popular culture, and how the culture impacts youth and leads them to drug related activities. As we have already discussed the current situation and growth of Darjeeling district which could easily be identified as the impact of modernity, westernization, globalization and other processes on the region.

In contemporary society drug consumption has become one of the popular cultures for a section of young boys and girls. Different TV shows, movies, web series, rap and rock songs, mass media and paid media helps to create popular culture. Nowadays all of these indicate a life full of drugs and sexuality that ends up with crime. Most of the songs of Honey Singh (he is a popular rapper in Bollywood industry) uses terms like

alcohol and weed, web series films are full of drugs and sex, some of the web series names are High, Narcos, Sacred Games et cetera, some of the movies were made on life experiences of famous and successful individuals; Sanjoy Dutt is one of them. His biopic 'Sanju' portrayed a life full of drugs. 'Udta Punjab' is another one which showed people how the consumption and cross border trade of drugs took place. These films and songs provide information and ideas related to drug culture. By getting involved in the behavior which showed on screen individuals think of themselves that they are actually living the life of those film characters and that is very dangerous for the society. This imitation increases on a such scale that those behaviors and activities become popular in like-minded people. This shows how these concerning issues penetrate the ideological instrumentality among individuals whereby the youths become vulnerable. A peculiar lifestyle constantly provoking and framing its blocks which reconfigure the existing structure of the society and consequently several processes bring changes in everyday life of the individuals and groups. Now, we will discuss how popular culture impact individual mind to participate the concerned activity.

As we have already discussed above how western rock and popular band music influenced Indians especially people of Darjeeling hills in the name of cool and advanced as ideal activity. This was popular in western societies and it has been prescribed over others as a developed and superior cultural space with which youths are being expected to move in a certain direction because western societies are considered as the developed one. Hence, it reinforces and sustains a Eurocentric cultural space which works just as colonial practice which was prevalent in India before independence (Das, 2008). This is one of the examples that may be sufficient to understand the thesis because people of Darjeeling were highly influenced by western life style and culture as they were getting modernized by experiencing foreign culture in their daily lives before independence, in accordance to such a situation, after independence nearly at the end of 90s of twentieth century, youth has become so vulnerable that they engage themselves with alcohol and drugs with or without any reason. This has been set as popular practice that, alcohol and drugs have become essential part of mass gatherings in different events or occasions or parties, without those mood altering substances parties and occasions of any type becomes faded. Sociologically the unavailability of such practices (alcohol and other drugs is thought to be) resulting in less togetherness, bonding and group membership in the society which evidently lessen the physical interactions and interrelationships with others.

### **Liquid Modernity and Drug Culture**

Zygmunt Bauman has put forward his idea of Liquid Modernity by examining the forces which are responsible for the unification of people in modern era and put less



emphasis on the differentiation. He specially focused and pointed different reinforces which are playing vital and significant role in unification which is exclusively peoples' fragility, temporariness, vulnerability, and inclination towards constant change in modern societies. Further he said, in modernity people get modernized obsessively, compulsively to keep their identity intact only to follow the statement of 'to be modern', and the process is always will be 'becoming' which avoid completion and stay underdefined (Bauman, 2000).

He observed and went on saying that, as time passed on modernity changed and new forms of modernity came up which is called post-modernity but Bauman termed that phase as 'Liquid Modernity'. He exemplified his intention to put a new term aside of the existing one. He said, before hundred years or so 'to be modern' meant to chase the 'final state' of perfection but in 'Liquid Modernity' it is an infinity of improvement or perfection with no 'final state' in mind and none is desired. Here, uncertainty is the only certainty and change is the only permanence because people running deep into this with continuous update (Bauman, 2001). Dispositions of liquid modernity helps operational structure of capitalism as people incline themselves in constant change with perfection to get updated. Hence, this mentality leads to achieve the final state of perfection and the failure therein causes them to retreat their strategies through intoxication. In contemporary times, this has become a cultural trait to treat oneself in drugs which is very much trending to reflect one's belonging to a status group and to show how updated they are. This updating and belongingness refers people's linkages with modern culture which brings a sense of superiority in class identity (Gane 2001). Materialistic goals encourage youth to attach themselves with illegal activities only to sustain a position within the competitive society and unification as Bauman said leads this mentality to be a vital culture of the society nowadays. As Merton said in his 'Modes of Adaptation' that, failure in achieving future goals leads towards drug related activities inly to retreat oneself in the society.

### **Existential Issues and Drug Culture**

In recent times, the consumption of different drugs and alcohol is accompanied with a preconceived notion which is carried by groups (may be dyad, triad or any other form). Preconceived notion is 'how youth should behave in modern times' which popularized through media of every kind to do their business. Hence, capitalist profit maximization mentality in modern time helps transmit ideas to live life moments in a specific way which eventuated as a trend and has become a part of the existing culture. People especially youth (group wise) already learned how to lead their lives consciously or sub-consciously with the help of media as it reflects the lives of the popular ones that starts or ends with heroism and conveys what would be the next act after having

some unexpected events like, love failure, job loss, death of any close ones, family disorganization, frustration, leisure and boredom et cetera. On the other side, any good events like, getting job, patching up in a love relation, getting married or having any other good news or events will also encourage groups to go for alcohol or drug consumption either to celebrate or to support bad time of the group member. If any member of a group is unwilling to pay or arrange then other members of that particular group will pressurize that particular member to arrange or they will arrange substances by themselves to share those moments whether joy or sorrow of their particular friend or member. Having deviant members within a group will always influence others to go for substances in any circumstances whether attending a marriage ceremony or going to a funeral. It is being considered by the abusers that, substances have the power or capability to heal any scar or wound and at the same time it helps to maximize happiness or joy. These events are having a causal relation with substances as it shapes the minds of the young abusers and they are considering the different mood altering substances in that way only to follow up the trend or a trait of culture, hence it occurred as an existing practice of youth culture. So, the point is when individuals who come across those situations will act accordingly because this is the prevalent cultural practice of the century. Therefore, such social reality reflects on the one hand that individuals are influencing culture by their regular participation with the numerical increase and on the other hand, culture influences individuals' ideological apparatus in the name of popular culture of youth.

Although, NGOs and governmental institutions are providing relentless service to cure and stop the illegal unhealthy behavior of drug addiction, they are trying to disseminate awareness by conducting and arranging different awareness and events locally but the fact is today's reality is not completely favorable to those initiatives. Now, technological development and access makes youth able to have information regarding the current youth life style and culture. Different networking sites and other mass communication channels are providing more information than the awareness and information generated by the government officials and NGOs which puts youth in a vulnerable situation. Virtual culture is more effective than the concrete one because nowadays, physical interactions and relationships easily get influenced by the virtual one (Duxbury, 2018). This statement can be easily understood with the fact that, different pubs, dancing and singing bars, discos, hukka bars, resorts on a regular basis post their events and the enjoyment on social networking sites through their official pages. They (owners of those institutions) try to catch the attention of youth by posting enjoyable moments of pool parties and night life that they are offering without any tension and fear. They basically try to create an appetite on the basis of the need of youths and on the other hand, youth are easily getting attracted towards the life style

and substance culture. Youth easily get to know where they can get what kind of things or pleasure. This availability of information makes an individual vulnerable towards participation. Another important thing is that, to catch the eye of youths every single recreational institution put a catchy name like, Hi-Spirit, Rave Up, Nasha, Open House, Indiana Bluez, Rock C, Hashtag et cetera, so that the desire to be in the place can evolve. Nomenclature and virtual publishing culture is very important in this context and playing a vital role in inviting and building the tolerance level of the new generation irrespective age and sex.

### **Addiction and Counter Culture**

Talcott Parsons has used the term for the very first time while discussing his concept of subcultures, such as delinquent gangs (Parsons, 1951), but Milton Yinger was the one who specifically worked on counter culture and he said, 'it is a total opposition to the dominant culture although, countercultural groups takes the values of the dominant culture but redefine it as their choices' (Yinger, 1960). In 1970 Yinger redefined the definition and mentioned counter culture as 'a set of norms and values that sharply contradict the dominant norms and values of the society of which that group is a part' (Yinger, 1977). Initially countercultural groups used to criticize the norms and values of the dominant culture but now, they are about to reject the existing norms and values of the society. He said subcultural or countercultural groups can be made on ethnic, social class, age, racial, sexual orientations, and other social differentiations. Once the group has been made they share and build core values and norms of their own only to deviate from the dominant culture as they reject the prevailing culture of the society. In India, there are prohibitions on consumptions and possessions of alcohol and drugs whether natural or synthetic, but, in practical reality, alcohol consumption is somehow culturally accepted but marijuana is not. On this point, marijuana smokers' starts questioning, why alcohol is permissible culturally and marijuana is not, why people are okay with alcohol but have a problem with marijuana (Larkin, 2015). Young boys and girls are experiencing that their parents or elders can have mood altering substances but they cannot, they also need some refreshment and enjoyment but they are abandoned by their seniors, why is that? These questions are very provoking and influential in the development of a counterculture.

25<sup>th</sup> and 31<sup>st</sup> December, 26<sup>th</sup> January, 15<sup>th</sup> August et cetera are the dates that are celebrated as the important days in India in general but in changing phase of time these dates have become only the holidays to do parties, picnics et cetera that are full of substances for a section of youth. A section of youth have modified their intension on these dates to celebrate in their own way without considering the importance lay down on those dates. This illustrates the essence of counter culture that how it is being

changed over a period of time by discarding the actual cause and treated other ways by a section of youth which truly depends on the behavior and belief of the youth.

### **In Lieu of a Conclusion**

Culture of Darjeeling rather of India was influenced by western culture through the Britishers during colonial times and become proclaimed as superior culture to be accepted in a restricted sense. Immediately after three or four decades of independence again western culture started to prevail as a superior culture in India as youth started forming music bands and performing rock music as a prototype of west culture. Youth started taking deep interest and presenting themselves in the style of western singers on stage and in their everyday life. Through social learning they imitated each and every activity of western singers' even the drug doping before or after performances. Culture is a very important factor that plays a vital role in shaping the ideas, ideologies, beliefs et cetera that are very contagious in a sense that in the name of trend it got very popular within a very short span of time.

Bauman righteously discussed his concept of liquid modernity that guides individuals towards modern culture and intoxication has become a trait of contemporary culture. In modern societies, unification in failure of continuous inability to achieve materialistic goals lead people towards intoxication as it provides extra strength to battle the competitive reality where uncertainty is the only permanence.

Merton portrayed how individuals adapt themselves with failure on materialistic futuristic goals. He said, individuals become apathetic towards the societal structure of goals and means to achieve and start retreating themselves in drug abuse and related activities. Competitive culture and failures in modern societies are coupled with drug consumption and related activities as it provides relaxation and pleasure to the in-takers on the one hand and easy money earning opportunities on the other which unifies a major section of youth in recent societies.

Due to the neo-liberal economic policies and the development of ICT, consumer culture an appendage of capitalism has become susceptible to capturing the minds of youth in a country like India where consumerism has succeeded in grabbing the attention of young individuals by offering almost everything along with different means to achieve material satisfaction through media. Such capitalism is coupled with consumerism which works by providing information on material satisfaction. In an age of consumerism everything become sellable, hence capitalist target emotions to do their business. Individuals start drug abuse only when they are emotionally vulnerable and shattered. Frustration, depression, failure in relationships et cetera are not new. In traditional societies those were there but people never treated themselves in drugs only to retreat in huge numbers and the very activity was not treated as a social problem. In

recent times, this has become a business strategy to abuse the feelings of youth to get their profit. Traditional recreational spaces are targeted and replaced by the modern ones which are intentionally produced only to guide youth in a new space of recreation for all of their emotional needs. Thus, media worn-out minds of youth are moving towards consumer culture inadvertently. Easy availability and access to contraband drugs with media influence leads to the situation getting worse day by day. Abuse and addiction of different substances have become a crucial space which maximizes the profit from locals to the national levels by shaping it as a trend of a specific culture and eventuated as a major social problem in Indian societies.

One of the researchers observed (Hamid, 1998), rich people buy pleasure in the form of drugs and poor people retreat themselves to avoid their excruciating reality in the form of drugs but both are converging themselves towards addiction. One is searching for variety of drugs but another one with little means retreat and run from hardships. Both are into drugs but differ only in magnitude and consequences. Developed societies are full of complexities where loneliness and solitude is definite that guides and encourages one in recreational activities. Recreation means, to alter the mood by make use of something whatever it may be playing games, watching movie et cetera but in recent times, drugs have become the essential recreational element for a section which is emanating in numbers day by day and has become a great concern for all the societies.

Furthermore, existing scholarships on addiction research have focused only on different types of drugs and its consumption, major causes et cetera and put all the blames on addicts that they are the main culprit who are destroying the healthy environment of society. Hence, addicts should be eradicated from the societies as they are the evildoer in every sense. People easily take punishable approach instead of therapeutic approach. In spite of analysing the loopholes of the structure the blame comes easily on the shoulders of the addicts where no expediency exists. Addicts are responsible but at the same time system is as well. Addiction and its business circulate benefit to every unit of the social structure who are related to the very activity except addicts. Culture helps young to step into the drug culture in an initial stage but addiction is caused due to their insatiable appetite towards drugs. Today's youth are ensnared by modern culture and get addicted and to maintain that pleasure they tend to commit whatever undesirable activities they need to commit.

Declaration of conflicting interests: 'The Author declares that there is no conflict of interest'. Also the author declares that the manuscript is not submitted elsewhere for publication or for review.

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