This study focuses on drug abuse - its social dimension. Drug abuse is the primary reason why many youths are incarcerated, as well as a source of crime and health problem in our society today. The phenomenon of drug abusers has been existing in the society since times immemorial but in the recent years it has taken the shape of an epidemic which has affected the entire social structure and become one of the most heinous and sinister problems that has had serious consequences in terms of the functionality of social order. The issue of drug abuse is among the major problems of contemporary society of rural town. The incidence of drug abuse among rural areas is getting un-expectedly high. The incidence of drug abuse among rural areas is getting un-expectedly high. This social labelling of drug abusers not only reinforces their habit of drug abuse but also integrate addiction in their personality. Often drug abuser thinks that they belong to a category of people who abuse drugs and gradually start imitating behaviour of hard core drug abuser. The phenomenon of drug addiction has been existing in the society since times immemorial but in the recent years it has taken the shape of an epidemic which has affected the entire social structure and become one of the most heinous and sinister problems that has had serious consequences in terms of the functionality of social order. In the contemporary societies drug addiction is seen as an asylum from the complexities of lives which manifest in the form of stress, strain and frustration which is an outcome of various sociological dimensions like unemployment, weakening of social institutions, failure of state etc. Nevertheless, drug abuse has been prevalent in rural town society.

In the last four decades sociologists have studied various kind of prevalent behaviours, but the aspects related to the behaviour of drug abusers has remain completely neglected. The drug abuser is today confused, which is terrifying situation in terms of his future. Therefore,
in such situation the current research work in the field of sociology has an importance all its own.

Drug dependence in India provides an important example of a developing country's problems and responses. There are certain features which are different from those of the developed western countries, because all the principal drugs of dependence, including cannabis, opium, cocaine and alcohol, have been used historically. Another distinctive feature of drug use has been its association with social rituals, religious beliefs, socio-economic conditions and social dimension.

The present study reveals different clues as to how the situation may be approached in finding possible solutions to this grave problem. The main discussion has been organized in eight chapters divided into three parts. Part one contain chapter one and chapter two. Chapter one is introduction, Chapter two contain research methodology. A structured interview schedule was employed for the collection of data from 250 drug abusers through interviews. Snowball sampling technique was employed for the selection of respondents. For the analysis of data, procedures like frequency and percentage distribution. Part two contain chapter three to eight. Chapter three is about Personal and social background of Drug Abuser, Chapter four is Cultural and economic background of Drug Abuser, Chapter five discuss the Problems of Social Life in Ballia from Drug Abuser's. In Chapter six Causal and Prevention factor of Drug Abuser has been elaborated, Chapter seven is Social Welfare programme with Drug Abuser past and Present & devoted to discussion of Tables. Part third contain chapter eignt. In Chapter eight the conclusions have been drawn and suggestions made. The data accumulated through interviews formed the bases of conclusions.

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