

**IMPACT OF BEHAVIOURAL CHANGES ASSOCIATED WITH THE
ALCOHOL AND DRUG ADDICTION TOWARDS COLLEGE STUDENTS IN
SOUTHERN DISTRICT**

Abstract

This study would enlarge the body of knowledge regarding alcohol and drug among the college students of Southern District. The study attempts to shed light on the prevalence of alcohol - drug among the studied population, besides highlighting the possible factors and alcoholises for it. Often people speak in general terms, like 'students of the present day are addicted to alcohol and drug', 'they are not as hardworking as previous generation of students but they are unable to articulate the extent of its bearing on the students, or the reasons for their lack of application. This study would, to some extent, help the concerned to speak with accuracy about the extent of alcohol drug among the studied population as well as certain reasons for it. The study further helps academicians, educators and social scientists to take up the issue of alcohol and drug among the youth of today. This study could provide the present day trend towards the issue. This scientific information can aid the academicians and educators to understand their students, their problems related to alcohol and drug related behaviour. Moreover, it can help the social workers and other socially responsible professionals to take necessary corrective steps in addressing the issue of drinking, binge drinking and the use of drug by students.

The awareness of students regarding the impact of alcohol in their studies can motivate the students to abstain from it. There are no studies made in this aspect in the population studied in this research. Hence, this study would bridge that knowledge gap. This research would further highlight the unintended and thoughtless effects of the use of homemade among by the community members on the new generation. The greatest beneficiaries of this research would be the student community itself. The study draws the attention of the students and others to the fact what is being considered as pastime at the initial stage could have huge ramifications in the future for themselves and society at large, and hence they should restrain themselves from early on, lest this innocent act of curiosity and interest can lead to their downfall in future.