



Role of Media in Eradication of Drug Abuse in Shimla District

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ABSTRACT:

In youth, the figure drug abuse is much higher in Himachal Pradesh. Drunken youth are not only ruining their career but are also tarnishing the hopes of parents. No one is benefited by drug abuses and intoxication, both social and moral downfall of the drug addict is certain. Drunken youth not only destroys him but also the family becomes a victim of it. In the present research study, the role of media in eradication of drug abuse in Shimla District of Himachal Pradesh has been analyzed that how media can play a greater role to eradicate drug abuse addiction among youths of Shimla District of Himachal Pradesh. The study is focused on to engage media in right direction with the support of masses, government, organizations and administration to spread awareness among youths and drug abuse addicted to stop this evil of drug abuse as this evil is proscribing the growth of the as healthy society with healthy youths lead to nation building. In the present research, it is found that media is playing a good role to aware public on the consequences of drug abuse but media can play much its real role to eradicate this evil if it is engaged properly through health programs by print media, electronic media and social media as well. The study also found that media publish and broadcast rare health programs after the evils of drug abuse happened in the society and the same thing is observed in the local newspapers, local TV channels of District Shimla and national newspapers. Today the situation is such that as long as the parents take care of the children, the child is completely intoxicated, then it is not even possible to get rid of that addiction. It is better that parents and children should be aware of drugs in time and in this context media is helpful. The study found that sometimes hobbies and sometimes wrong company are also pushing the younger generation into the trough of intoxication during school days, most of the children fall prey to bad habits and addictions by falling in the company of bad people. The same thing is found in District Shimla of Himachal Pradesh. Media has a bigger power to eradicate drug abuse and many cases of drug abuse in Shimla District have been highlighted by local media of Shimla District and also aware the public through health programs and drew the attention of the police administration and government of Himachal Pradesh but positive things of media on health is not reaching to the youths at large as negative things through social media reach to the youths through smart phone very easily. The study found that youth is most effected especially twenty one to thirty years age group and also drug abuse is shifting towards Heroin (Chitta) and other drug abuse supplied by peddlers as reported by local Shimla police and media. To tackle this situation, required collective efforts of society, government, administration with media to eradicate drug or substance abuse as this collective efforts reach to the masses expeditiously under a wide spread of media messages. The present research study found that 50 to 60 percent of Shimla District youths are drug addicts as also mentioned by many media reports, police record, health organizations and other drug rehabilitation and counseling centers in Shimla District of Himachal Pradesh.

Key Words: Media, Drug Abuse, Eradication of Drug Abuse, Awareness, health

REVIEW OF LITERATURE:

Tanwar, Neha, Research scholar, Drug Abuse in Western Himalayan province of Himachal Pradesh

Research scholar Neha Tanwar described in her research study on 'Drug Abuse in Western Himalayan Province of Himachal Pradesh' that drugs abuse has become a reason to worry for all of us considering its rampant rise all over the world and in India, but one province which is at the centre of all this in the recent months is the Western Himalayan province of Himachal Pradesh which is not only becoming a national and international destination for drug peddlers but also is emerging as India's Drug abuse hot spot which is invariably affecting the youth of the province in a huge way. Drug abuse is the illicit, non-medical use of several substances which includes alcohol, heroin, cocaine, opium, marijuana. The main causes of such abuse are peer pressure, society negligence, mental stigma, and curiosity as mentioned in many media reports covered by newspapers, magazines, TV Channels, social media and radio channels of Himachal Pradesh. The Central Government of India in this concern directs the State of Himachal Pradesh to secure the health for each individual and guides to preclude the utilization of drugs which are harmful to health. It was a direct result of this promise that the NDPS Act, 1985 was passed, yet drug abuse has been rampant in the country.

The Media Reports of Local Newspapers and TV Channels on Drug Abuse in Himachal Pradesh

These newspapers and TV channels reported in their media reports that Shimla District of Himachal Pradesh is emerging as the new hotspot in this concern, as considerable drug addiction among especially the youth of the District Shimla has been noticed at a high rate and the situation is very alarming as reported by the newspapers Jansata, Amar Ujala, Divya Himachal, Himachal Dastak, Dainik Jagaran, Dainik Bhaskar the main newspapers in Himachal Pradesh and local TV channels of Himachal Pradesh from the side of Himachal Pradesh Police held drug abuse cases. However these

media highlighted such drug abuse cases for public and government notice but media use to eradicate drug abuse is far away from public, government and youths of Shimla District including the whole generation of Himachal Pradesh as media has a greater role to counseling, guiding the government, policy makers, administration and youth at large span.

The Tribune, Multiple Drug use on the Rise in Himachal (April 19, 2022)

In national newspaper The Tribune in which under its article of April 19, 2022 ‘Multiple Drug Use on the Rise in Himachal reported that drug use is being used by the youths of Himachal Pradesh and Shimla District is becoming the center hotspot of drug abuse as this place is easily approachable to drug suppliers to other States and outsiders even to abroad. Through covering drug abuse cases in media is not a solution to eradicate drug abuse but negative tendency takes place while media’s role can be positive to eradicate drug abuse as media has bigger capacity to guide and aware public against drug abuse and counseling youth to stay away from drug abuse evils.

India News, Himachal’s Valleys’ becoming Dens of Drug Abuse (October 4, 2019)

India News, under its news program ‘Himachal’s Valleys’ Becoming Dens of Drug Abuse’ also reported many drug abuse cases in Himachal Pradesh in which Shimla District is described as second full-swing place of drug abuse among youths after District Kullu, Mandi and Chamba as these district of Himachal Pradesh are more affected. In fact, it is estimated according to many research reports that close to 3.2 per cent of the population of Himachal Pradesh use Charas and Ganja — derivatives of cannabis — which is much above the national average. But the more dangerous trend in the recent months have been the shift of the population to chemical drugs, according to a latest report concerning the 1,170 patients (drug users) lodged in 27 de-addiction centers of the State of Himachal Pradesh, the count of addicts of Chitta (also called Diacetylmorphine, a semi-synthetic adulterated form of heroin) has surpassed that of cannabis (Charas) and other hard drugs as 34.61 per cent of the drug addicts in the centers are Chitta consumers. The same is being repeated in District Shimla as Capital Shimla is the centre vehicle of driving drugs in other parts of Himachal Pradesh and other States of India as well and also Shimla is the place for drug peddlers come from other States of India even from foreign countries. To bring these evils before public, administration and government, media is playing a better role but media’s role is bigger than it if media is utilized in right direction to eradicate such drug abuse along with the support of police, government and administration. Another major cause for concern according to the same report is that the highest number of addicts is in the age group of 15-30 years which is scary to all as mentioned in media reports. The previous researchers showed the role of media in highlighting drug abuse cases in their researches but they did not show media’s positive role to tackle such evils in the society.

Singh, Sarabjeet, Research Scholar, Print Media Support in Drug Abuse Control in North India

Research scholar Sarabjeet Singh also described in his research study ‘Print Media Support in Drug Abuse Control in North India’ as in North India Himachal has become a dens of drug abuse, however Print media is playing its role to control drug abuse through highlighting drug cases in front of police and administration to check drug abuse. Drug trafficking is a global challenge to all the nations and societies as in spite of drug prohibition laws, there is no control over drug abuses. The same story of Himachal Pradesh as due to its land location and borders with adjoining States, Haryana, Uttarakhand, Punjab State and Union Territory Ladakh and Jammu & Kashmir has become a market for the drug supplying in Himachal Pradesh which allegedly produces massive quantities of drug abuse which is sent to Himachal via these States of India and from Himachal heroin which is called ‘Black Gold’ or ‘Malyana Cream’ to other parts of India even abroad by drug palterers. Pakistan. Mostly the vehicles of drug abuse are tourists and clients are youths.

Khanikor, Mridula Saikia, Research Scholar, Drug Abuse among Youth with special reference to alcohol and the influencing variables leading to it.

Research Scholar Khanikor and Mridula Saikia also studied on the topic ‘Drug Abuse among Youth with Special Reference to Alcohol and the Influencing Variables Leading to it’. The hotspot of drug abuse is schools and colleges as media reported many times in newspapers and from these institutions drug abuse reaches rural areas’ youths in Himachal Pradesh through local drug palterers. All these interests of drug networks started building at a greater scale during previous eight years in Himachal Pradesh and District Shimla as reported in media that cases of opium, cannabis increased among youths, truck drivers, taxi-drivers but three districts of Himachal Pradesh namely Shimla, Kullu and Mandi experienced as hotspot of drug abuses. In the recent years when large scale production of illicit opium and cannabis resin was reported in Himachal Pradesh especially in the districts of Kullu, Mandi and Kinnaur and users of drug abuse also increased in the same district of Himachal Pradesh.

Times of India, After Cannabis, “illicit Drug Abuse to be Identified through Health Camps (June, 2019)

The media report of national newspaper the Times of India under its news entitled ‘After Cannabis, “Illicit Drug Abuse to be Identified through Health Camps in June, 2019’ raised in newspaper when newspaper came to know the cases of drug abuse through a health camp held by an NGO in the camp many drug abuse affected youths approached the health camp to get rid from drug abuse evils. District Shimla is approachable to all drug palterers to supply drugs to other areas and easy access by the drug palterers to supply these all types of drugs and Chita like dangerous drugs. Poor law and order, media are blamed for not controlling drug abuse. Mass media is able to aware public and youths as well but media is less involved in spreading awareness but highlight the cases of drug abuse when police holds drug users and drug suppliers. The role of media is powerful if media uses its tools properly daily in newspapers, TV Channels, social media and other media portals to open the eyes of the youths, public, administration and government.

Many cases in the recent months show in this direction that many drug cases held in hotels and other State people in Himachal Pradesh by Himachal Pradesh Police.

Drug Abuse can be dealt with by mass media. Awareness by media is the best instrument to rehabilitate drug abusers and plays a crucial role in rehabilitating them. Mass media includes rolling out required improvements in its reporting and giving place daily in mass media to eradicate drug abuse and aware youth towards right direction and right career counseling so that they can involve in positive things. Till then all we can do is hope that things will change for the betterment of the people of Himachal Pradesh and especially its young population.

RESEARCH PROBLEM:

The research problem of the present research study has been experienced as there is shortage of researches on use of mass media and health communication in combating and preventing drug abuse and substance abuse among adolescence and youths of Himachal Pradesh because at present time many drug cases have been held by Himachal Pradesh police and H.P. government and health services' attention stroked to eradicate this social evils and protect young generation from such substances abuse and other dangerous intoxicated abuse. It is observed that without the use of mass media and supporting government, police and health services, addiction to intoxicated abuse, smoking, drug abuse and substance abuse cannot be rend out from the land of Himachal Pradesh. On the other side, there is shortage of awareness among the youths and general public about health issues and proper health communication.

OBJECTIVES OF THE STUDY:

1. To study the role of media in eradication of drug abuse in District Shimla of Himachal Pradesh and disseminate awareness among youths and masses as well.
2. To analyze the impact of media on general health awareness and promoting.
To identify the level of authenticity and credibility of information supplied by government and media as perceived by audience.
To identify the most effective media tools used for communicating health and prevent drug abuse in District Shimla of H.P.
5. To find out the role of media and contribution of media in health awareness campaign and prevent drug abuse.
6. To discuss the drawbacks and flaws in the promotion of health issues and prevent drug abuse and substance abuse among youths of Himachal Pradesh through media.

HYPOTHESES OF THE STUDY:

1. Role of media plays a crucial role in the creation of awareness among people and eradicates drug abuse among youths in District Shimla of Himachal Pradesh.

RESEARCH METHODOLOGY:

(a) Research Design:

For present research study design, the three Gram Panchayats of District Shimla namely Majhar, Koti, Maraog, Jais and Shimla City of Himachal Pradesh and eight newspapers including TV channels, one Police Station and one hospital have been inducted in which one hundred people including adolescence and youths have been roped in for the survey and their family members and hundred respondents from these Gram Panchayats, media persons, doctors and respondents of Shimla City of district Shimla of Himachal

(b) Population and Sample:

For population and sampling, five respondents from Shimla City, five from Gram Panchayat Majhar, five from Gram Panchayat Koti, five from Panchayat Maraog and five from Gram Panchayat Jais of District Shimla, and five media persons from newspaper 'Amar Ujala', 'Divya Himachal', 'The Tribune', 'Dainik Jagaran', 'Indian Express', 'Jansata', 'DD Shimla', India News, Police Station Chota Shimla and five doctors from Indira Gandhi Medical College Shimla. For this study, quota sampling is applied as per research convenience; snowball sampling and judgement sampling have been taken.

(c) Tools and Techniques:

News coverage by different media channels, newspapers, magazines, social media, crime reports, drug abuse, health reports, and substance abuse cases collected from police department of H.P. and interviews of the drug abuse and substance abuse affected family members who recovered later on and their views on drug abuse, drug abuse and drug abuse and substance abuse stricken patients and their reports from zonal hospitals of District Shimla, Moreover, observed the respondents' media literacy and awareness on health and health programs being run by Government of Himachal Pradesh.

(d) Primary Research and Secondary Research Data:

For Primary Research Data collection regarding the present research study, the interview method and questionnaire method have been conducted on four hundred respondents. For Secondary Research Data collection, drug abuse and substance abuse stricken patients' reports from hospitals, police

cases in the context of drug abuse and substance abuse, media reports on drug abuse and substance abuse cases held by H.P. police, and such cases observed and found in schools, colleges, universities and local urban and rural areas by institutional heads and police, literature on health communication and books on drug abuse and substance abuse and addiction to them among youths have been studied and analyzed to reach the compliance and perfection of the present research study.

(e) Analysis Data:

After collecting data, the comparative analysis has been inducted to prove the role of media in drug abuse eradication and substance abuse prevention in District Shimla of Himachal Pradesh.

(f) Testing of Variables:

For testing and analysis the research collected data, independent variables and dependent variables have been tested which prove the role of media in eradication drug abuse and substance abuse prevention in Shimla District of Himachal Pradesh. Through variables' study proved that role of media in drug abuse eradication and substance abuse prevention is still required in District Shimla of Himachal Pradesh because proper use of media is not being utilized in District Shimla of Himachal Pradesh to support police, health services and government efforts to control drug abuses and substance abuse among adolescence and youths.

(g) Validity:

The validity of the present research study is that continue support of media to tackle drug abuse and substance in District Shimla of Himachal Pradesh is relevant if media work properly in this direction with bolstering government's efforts, police and health services.

(h) Reliability:

After testing the research data and r-test data, it is found that media and health influence the psychology, perceptions of humans as per present situation of social evils and changing human behaviour.

RESULTS OF THE STUDY:

(a) Health verses Common People of Himachal Pradesh:

Media have changed the face of the common people in all walks of life and has inoculated the common people by giving them immense health awareness. Media which includes radio, television, newspaper, magazines, cinema, digital media and social media are heavy tools available to the innovator or promoter of new ideas but in the context of District Shimla of Himachal Pradesh, media are not being applied to control drug abuse and substance abuse in general.

The role of media which is constantly being disseminated to the public, is still in its rudimentary form in District Shimla of Himachal Pradesh and is oriented towards adult not to adolescence and youths. The study found that twenty percent drug abuse and substance abuse addiction start from schools, colleges and universities of District Shimla of Himachal Pradesh as these are the major resources of drug addiction from where the evils like drug abuse and substance abuse come with the adolescence and youths, and rest two percent from outside drug suppliers. The role of media is much powerful but requires more role of medias to run continue drive to control drug abuse.

(b) Media Penetrates Society:

Media is the watchdog of society and also the fourth pillar of democracy as influence by media in one way or the other unites the society for society's sake. Media plays an important role in our day to day life. Awareness, information and education are its prime functions of mass media as media is a dominant force and mass movement if it is used in right direction. During the research study, it is observed and found that there are various health programs and health services being run by the government and police, health services are working to prevent drug abuse and substance abuse but the proper informations and messages do not reach to the public and youths as well on health awareness and health communication because in this context media also ignore but spread sensation on drug news only and do not counsel the public about beneficial health programs. However, people in Himachal Pradesh want to proper guidance on health issues and seek to save their siblings from the impact of drug abuse and substance abuse at large; ninety nine percent people in Himachal Pradesh have access to mass media, social media and digital media, TV, radio, newspapers and magazines but contents on health communication is at zero level.

(c) Mass Media and Health:

The giant pillar of modern communication is radio, T.V, Film, print media and social media. The study found that the role of radio in the rural areas cannot be ignored our attention can be diverted while watching T.V., poring over the headlines of the newspapers but we pay rapt attention to social media on smart mobile phones mostly. Social media, radio, T.V. and newspapers have no match and the importance to disseminate information on health issues. Social media is a stronger weapon to rend out drug abuse and it is fastest to counsel people on health issues immediately but social media also do not give much importance to health issues except entertainment and fake news. So people cannot aware on health issues properly.

Use of media can contribute much to the promotion of health especially in certain problematic areas such as drug abuse and substance abuse and other communicable diseases by not only creating awareness but bringing about changes in life style, attitudes and values of people, adolescence and youths as well but in the context of media in District Shimla of H.P, it found to ignore health issues mostly on drug abuse and substance abuse on the ground that In India government invests a large sum of public money on the health care and treatment of sickness, while on the other hand government encourages marketing of intoxicant, narcotic, stupefying products and other products bidi, cigarette, gutkha, wine, etc. through government controlled media like, which are of no use that is why health communication does not reach to the general public.

(d) Print Media is a Subtle Voice:

In Himachal Pradesh, newspaper is read by large percentage by the public. Newspaper imparts complete knowledge about health and health awareness. Various newspapers, the English National Dailies, the Hindi Dailies, and the regional newspapers give the information regarding different diseases from time to time. Posters, pamphlets and brochures etc. also make people aware about health but these give information on common diseases not drug abuse like addiction diseases. If newspapers are used properly to keep a strict vigil over the role of the government, the various campaigns run by the government and the NGOs. Then drug abuse and substance abuse and other intoxicating products can be prevented.

(e) News from the World of Medicine:

Various news, articles, editorials, features and advertisements published in the print media or newspapers and magazines on health, nutrition, child care and population related issues and broadcast programs on health on TV but these are generally do not in the access of illiterate people mostly in rural areas and adolescence are far away from such creating mass awareness about health, hygiene living and stay away the evils like drug abuse and substance abuse. Secondly, it is observed that health related programs are published national English newspapers, which are in the access of riches in the towns and cities, and other side, regional newspapers and regional TV channels do not pay much heed.

(f) Traditional & Folk Media:

To aware public on health, traditional and folk media has been the main driving force behind making rural people aware about the social issues and motivate people for the participation as compare to any more other media because it has thrived and flourished with their cultural roots and has been an indispensable part of their existence. The various forms of the traditional media of Himachal Pradesh like local songs, cultures, folk dance, theatre, local art, and other dances Kariyala, Banthda, etc. have been providing the best media to reach the rural masses and to convey them the desired messages with the desired effects as this is a trustworthy medium of mass communication to aware the people in their dialect but here in Himachal Pradesh its traditional media has been subdual under the advent of new media, social media and globalization.

(g) Outdoor Media:

In outdoor media, there are bill-boards, signs, placards inside commercial transportation modes, flying billboards, skywriting installed mostly in the cities and town areas of District Shimla of Himachal Pradesh, while in rural areas no health related outdoor media communication is installed except in the areas of hospitals. The use of outdoor media is also done for commercialization of companies' products and health communication campaign in outdoor media is zero. The study found that people seek for campaign against drug abuse and substance use in outdoor media to aware the people commuting here and there. However, outdoor media is considered finest in providing information about health but sponsored companies, advertising agencies and health services are not much interested in health communication except commercial advertising.

(h) Radio, TV and Health Information:

Broadcasting started in India in 1927, with privately owned transmitters in Bombay and Calcutta, while TV introduced in India in 1956 from Delhi by Indian Government. The government took over the transmitters in 1930 and started operating Radio under the name of Indian Broadcasting Service. Later on it was changed to All India Radio (AIR) in 1936 and it came to be known as Akashvani. Since 1957, AIR is serving as an effective medium to

inform and educate people besides providing all types of knowledge on social, economic, political, agriculture, gardening, education and entertainment programs. The same programs were broadcast in national TV or DD-1 but now TV rarely broadcast health communication programs except minor diseases, and Akashwani Shimla started around 1953 also broadcast health communication programs like 'Hello Doctor' but radio audiences are a few across whole Himachal except the hard rural areas of upper Himachal Pradesh. All India Radio, which is considered for fastest messages, relays programmes on health and family welfare programs from all its radio as per the new media or digital media it could not change itself due to traditional work in government radio and TV. National TV like Doordarshan also telecasts special programmes in connection with 'World Health Day' and 'No Tobacco Day', 'World Population Day', 'World AIDS Day.' And interviews based programmes on eye-care, emergency aid; acupuncture, heart problems and micro surgery are telecast regularly by various Doordarshan Kendras. Special chunks like 'Gharelu Nuskha', 'Jaan Hai Jahan Hai', 'Aap ka Pariwar' and 'Aap ki Sehat' have been provided by Doordarshan Kendras in which programmes connected with Health and Family Welfare are telecast in various format but in many areas cable operators ignore to show Doordarshan and Programs like 'Grameen Mahilaon Ke Liye' and 'Krishi Darshan' are also utilized to cover these topics. Special campaigns regarding prevention and cure of diarrheal diseases, immunization, AIDS, drug abuse are telecast by Doordarshan Kendras and spots and jingles on these subjects are shown regularly but programs are not attracted to the audiences and viewers as private entertainment channels attract the viewers. In geographical hard areas of Himachal Pradesh, the signal problem is still existed so many people in rural areas do not watch national TV channels, while private TV channels do not give more importance to health programmes except advertising medical products.

(i) Films and Health Awareness:

Films as a mass communication medium for bringing about desired economic, political social changes and psychological changes in India, film can also exert a great influence on masses of India including people of all States. The Films Division which was set up in 1948 is the largest national agency devoted for the production and distribution of documentaries and news magazines. This Division annually produces a great number of documentary films in areas of health, family welfare, nutrition and environmental sanitation. The distribution outlets for these films are Doordarshan channel and a device of Field Publicity Units of Central and State Government and other non-theatrical channels like educational institutions, industrial houses, social and cultural organizations but films are made in India mostly for entertainment and commercial purpose, and influence the psychology of the adolescence and youths towards evils generally and there is no big message in the modern films of India to aware the people on communication health but spoiling the social environment as found in the present research study that drug abuse cases are intensified among youths due to non-health based films.

(j) Internet or new media and Health Information:

The study found that Internet/new media has emerged as the strongest medium to inform the people about many thing that they want to know but its use for health services are only for commercialization of medicinal products mostly sexual products and health communication on prevent drug abuse and substance use is nominal on various medical websites and youths are generally attracts to the intoxicated products being advertised in porn websites and many youths with access to the Internet have used it to find love, companionship and sex.

(k) Theatre and Health Awareness:

Theatre is another form that has worked efficiently as a tool to let people know about the danger of drug abuse, substance abuse, HIV/AIDS. But in Himachal Pradesh, use of theatre is rarely for health communication except literary pursuits for the sake of literature. Department of Public relations also try to communicate on health issues but it is also limited to the towns and rural people are deprived of such information and awareness on prevent drug abuse and substance abuse in Himachal Pradesh as depicted by the present research study.

(l) Role of Government in Spreading Health Awareness:

No doubt, as described in the findings of the present research study that various health programmes have been launched by the Central Government of India and H.P. State Government to create awareness about drug abuse and substance abuse and other evils prevalent in the current time among the adolescence and youths of Himachal Pradesh, and government is competing to combat and prevent drug abuse but lack of mass campaign and lack of media support to aware the youths to stay away from intoxicated products and drugs, the health programs and health schemes remain confined to the official files and people do not attain proper awareness to rend out drug abuse and other social evils.

(m) World Health Organization (WHO) and Health Awareness:

The research study found that the World Health Organization (WHO) come forward to aid the governments of all nations to reinforce health services, to inspire and advance work to eradicate diseases, to support maternal and child health, medical research, mental health, to improve

standards of teaching and training in the health professions, prevention of accidents, working condition and other aspects of environment health and run a campaign to eradicate drug abuse from the nations of the world. This organization is also empowered to propose conventions, agreements and regulations and make recommendations about international health matters, to revise nomenclature of diseases, cause of death and public health practices, to develop, establish and promote international standards concerning biological, foods and similar substances but the policy of the WHO is not implemented by various nations of the world. The same condition is with India and its States as WHO's guidelines and awareness programs to eradicate drug abuse and substance abuse are not applied in reality.

(n) United Nations Children's Fund (UNICEF) and Health Awareness:

The various health schemes being run by United Nations Children's Fund (UNICEF) for the safety of the children and keep away the adolescence from abuse and other intoxicated products and provide children better education and nurture them properly for their human growth of mentally and physically but in developing countries poor children are deprived of health benefits due to the failure of governments in implementing welfare schemes for the growth of the children and their safety. The study found that there are such lacunae of the government to provide health benefits to the children in spite of the bolster of UNICEF. The study found that small children living in mud areas involved in minor labor works addict to smoking like abuse as their parents are illiterate and very poor cannot provide their children good health leverage and nutrients foods and protection.

(o) Drug Users (Age Group of 15 to 30 Years) in District Shimla of Himachal Pradesh:

The present research study found the figure of drug addiction among youths in Himachal Pradesh as follows:

- Age group of 15 to 30 years is much drug addicted as Chitta has become first choice among the youngsters.
- Of the 1,170 patients (drug users) lodged in 27 de-addiction centers in H.P,
- 421 are alcoholic (35.98%).
- 405 are chitta users (34.61%)
- 291 are charas takers (24.87%)
- 53 take chemical/synthetic drugs (4.52%)
- 20% drug addiction, smoking bidi and cigarettes smokers come from schools, colleges and universities

(p) Media Youth Users (Age Group of 15 to 30 Years) in District Shimla of Himachal Pradesh & Lack of Counseling:

The research study found that there is much exposure to mass media and social media among the youths of District Shimla of Himachal Pradesh but there is lack of counseling youths at family level, school level, college and university level on health and health communication. Many youths use social media for evil activities and present media is also not responsible or not interested to run a mass campaign to aware youths on health awareness and health leveraging being provided by governments and health services in the State.

SIGNIFICANCE OF THE STUDY:

(a) Social & Health Education: At present times, youths are mostly influenced by bad practices such as smoking, alcoholism, drug abuse, substance abuse and other social evil practices that are socially, economically and morally counterproductive to all. But hardly any attention is paid by the mass media to combat, prevent and support government efforts to break drug abuse. However, media can do a powerful work to eradicate drug abuse from the society if it aware the public properly. Mostly such issues that concern the well-being of adolescence and youth such as hygiene, nutrition, dental and eye care, first-aid and other aspects are not adequately covered in the media. Mass media can raise and aware about health education and health communication programme planning can be conducted by imparting knowledge, opinions, attitudes, values and pattern of health behavior of all human beings for their health well being. While designing and conducting health programmes, it is inevitable to consider mass media efforts such as media distribution, reach and accessibility to the people on health related programmes and make sure that people have received communication on health messages and have properly understood media contents.

(b) Professional & Awareness: Media can this task under diffusion of health information for awakening public on health issues and eradicate drug abuse and substance abuse. Role of mass media and health communication research are still in its infancy in developing countries like India as there is little attention from media and research on communication health. However the use of mass media and health communication is important in disseminating health information and aware public on health issues but its importance increases more when mass media prevent such evils of drug abuse and substance abuse by bolstering the hands of governments, administration and health services as well.

CONCLUSION:

It is essential to consider media factors such as media distribution, reach and accessibility to the youths. It is not sufficient to make sure that adolescence, youths and general public have received health communication on health messages and have properly understood their contents because there is lack of expected adoption and diffusion of health communication and use media to eradicate drug abuse among adolescence and youths as found District Shimla of in Himachal Pradesh. Secondly, health communication research, counseling children, youths and proper media use for aware on health leverage are still in its infancy in District Shimla of Himachal Pradesh. If media is involved to disseminate health communication at large scale and support to health services, police and government and rural and urban local body of administration, the evils like drug abuse and substance abuse can be rend out and eradicate.

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