



The ghost of Fashionism: How to push youth in criminal activities

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“Punjab” the land of five rivers and the land of guru, great taught saints, great warriors’ who have showered their blessing to this land, now fallen in the trap of menace. The state Punjab, which was once known for cheerful festival, joyful dance, and the appetizing food ‘*sarso da sag makki di roti*’. Punjab was also known for the highest participation in the armed force is hardly able to find the able bodied youth in the army, sports and police selection trials due to the growing addiction of Punjabi youth to drugs. At the land of five rivers, now the sixth river of drugs is also flowing, which is known with the river of drugs. Punjab which has outperformed rest of India, in terms of growth, braveness and prosperity in the past, now need to be saved from the drug menace. Now, the question arises that why it is happen in such great area?

It’s one of the reason is fashion. Fashion plays an important role in the individual’s life, because it is considered as a means of self expression. Today Punjab’s every man, women, youngster, and even economically poor are crazy in fashion. The garments and accessories that men, women, students and youngsters wear help them to identify with a group of others, whether it is life style, profession religion or an attitude. Today’s youth try to follow the every style of fashion. Everything whether the clothes, food, mobile, hair style etc. that they watch on the T.V. or internet or other social media try to copy them. They become crazy to get them at any cost. Today’s our youth are totally falls in the grip of the advertisement of the fashion companies.

Our youth are passive observers of many things who tend to capture every message from the advertisements. These advertisements directly or indirectly compel youth’s to think on an agenda in the manner in which it is portrayed through the advertisement of fashion. The excessive amount of media in our day to day lives cannot be side lined and impacted all those surrounded by us. Last two decades on account of globalization have seen an unprecedented



change which has expressed itself in the form of diminishing community value and building change in the life style of society. Today's youth like to spend most of the time on the television, internet, mobile phone, than in the classroom. Advertisements tend to negative impact as well as on the mind set-up of youth. Commercial companies like pan masala, cigarettes, drinks etc. attracts addiction of alcohol abuse amount among youth. Advertisement on bikes, mobile phone, luxuries cars compel the youth to prey to such commercial and make them associate with these products. The commercial companies earned a lot of profit on these advertisements. But an excess of everything is bad. If they may get bored but be in debt as a result because they have everything, they have ever wanted. So many things could go wrong.

The basic needs of a human being are food, shelter and cloths. But now people give more preference to luxurious things instead of their basic needs. They give more preference to cloths, untraditional fast foods, expensive mobile phones, luxurious cars instead of their requirement of healthy food and comfortable cloths and cheaper means of traveling. "Cloths don't make the man but they can make the man look great".

There are some positive or negative effects of fashionism. If we adopted the fashion in limit or well-mannered then it is blessing for us, otherwise it become the curse for us. Today's youngster fall in fashionism badly. They chose the every way to looking fashionable, they don't think about that is right or wrong for them or society. They chose the costly dreams and don't care about where will the money come from. They stress on their families to fulfill their demands, and don't like to do any work for generating money for their family. It is well known fact that, Punjab economy is an agrarian economy, most of the population living in rural areas and engaged in agriculture for their survival. No regular income coming from agriculture, but youngster want money on regular base due to changing trends of fashion on day by day base. In such type of circumstance parents take credit from money lenders or banks at very high rate of interest which drove that family in the lap of indebtedness.

Due to the non-completion of their needs, they commit suicide, robbery, become criminal and consequently they goes under mental stress. Some of them falling in drugs, they become drug adductor. This is also one of the core reason which pushed the youth of the five



rivers land (Punjab) in drug addiction. The menace of addition among the youth in our region especially in rural areas has reached the dangerous level. Children as the age of 14 or 15 years regularly experiments with intoxicants. Some of the people or youngsters like teenage, used drugs as fashion and become habitual of drugs. Punjab's youth is addicted to *heroin*, smoke, cocaine, opium and other drugs. Some of the drugs are illegal and some may be used to treat illness. There are some of the new type of drugs like chitta, bath salt, syrups, and opioids. Some of the serious side effects of these drugs lead to the depression, suicide, heart attack, liver failure, cancer, brain problems and suicides.

Drug abuse also can result in serious behavioral and emotional changes that ultimately destroy a person's/youth's life. Careers have been ruined and families have been devastated because of his drug abuse. Drug adductor youngsters often neglect his/her responsibilities. Drug abuse leads to the problem in family, relationships, relatives and friendship because of the change in his/her behavior. Youngsters who abuse drugs lose control on his/her mental and physical activities and always put themselves in dangerous situation. There are many case in Punjab related with farmer's suicides and death of youngsters with drugs. To satisfy the needs of drug youngsters take the money from their parents. At the condition of non-fulfillment of demand of money they quarrel with their parents. Some of the youths steal gold, money and other equipments from their houses, they also don't afraid to do the murder of their parents.

Every parent's are lots of love to their children. All of parents are wants to fulfill the every demand of their children. In this condition, some of the farmers take loans from banks on the security of their land, gold and other useful equipments. Sometime due to the bad economic condition or other problems they cannot repay the loan. One side they lost of their land, gold or other resource and on the other side they lost their child due to the overdose of drug. Lots of families are destroying by drug addiction.

In modern time, the people spent money on unnecessary things. The people spent money for those things like branded clothes, costly phones, costly cars and other accessories. Today's approximately seven out of ten farmers are in debt due to their extravagant. People spent money on those things which actually they can do without or find an alternative for them.



Instead of buying brand name products which are mostly expensive find alternative brands that are reasonably affordable.

Fashinism also affects our education system in these days. Today's young generation, teenagers, school going children, and also teachers has been badly influenced by fashinism. Not only in Punjab, but also the all youngster of the present time have involved themselves so much with fashion. They should not get sufficient time to other work, time that they should be spending mostly on their studies. Now youngster prefer to spend time read fashion magazines and other social media which provided the updates of upcoming fashionable items. Today youth try to imitate their favorite models, actors, actress or other celebrities and want to look like them. Though the fashion at that time become the important part of our youngster's life but not expense of other important activities like study, sports and other social activities.

Unity is a root of power. Unity of youth generation solve the many serious problems, not only Punjab but also the country level. The unity can find the solution of problems like unemployment, exploitation by the corporate, education system, and dirty politics. As an example, the unity between the family members become power of family and escapes the family from the many problems. During the problem the family member helps each other. In that way the young generations also need to make a unity. The youngsters make youth clubs, student or youth unions, and create a proper organize state body of that union which works for society without any political or gain purpose.

This is the time when India known as the country of youngsters. Youth is the future of a country. But in case of India, today's youngsters are completely misguided in the contemporary era. They are not aware of their rights, duties and political parties and corporate are exploits them. The youth only think about mobile phone, whatsapp, instagram, facebook etc and most of the time busy on phone. The craze of settled in abroad through study visa has been grown tremendously among the youth of Punjab. As per one study about two third of the secondary school children of the Punjab state are prefer to study in foreign countries like Australia, Canada, England and other European countries. In fact, it is not for study, they want to go there for settling there. But they don't know, what will they do there and what will be the future



there. It is just and just for fashion, they pay a big amount of fee and other expenditure. They don't bother about the economic condition of their families. Most of the time family arranged money after selling of their productive assets like agricultural land, machinery equipment, and gold.

Now the question is that who is responsible for it and how to solve this problem of fashionsim? To aware the youngsters, it is necessary to aware the society and parents. Parents are the first teacher of a child and more time of the child spent in the home environment. Due to busy life parent not provide a sufficient time for their children. Joint families are divided into small families. Parents also should spend some time with children and talk with friendly about their school, college, life and tells the advantage and disadvantage of mobile phone, internet and other multimedia. Parents don't aware about the bad affects of the mobile phone on their children, but they aware their children talking with them at free time.

Another important place is school, colleges, universities and other institutes which should be organized the workshop, training camps, delivering lecture, published magazine and books to guide the youth generation to realize their duties and rights. There is a strong need to guide the youngster, teenage and children to guide from the fashion and their basic needs. Someone rightly said that "one child, one teacher, one pen and one book can change the world". Fashion consciousness has been changed the environment. There is a completely different scenario that has both advantage as well as disadvantage in the life of youngsters. Always we blame society, but we are society. "You cannot change your future, but may be your changed habits can change the future."