## **Abstract**

An attempt is made here to examine the sociological factors responsible for the use and abuse of drugs. What are the ramifications of use and abuse of drugs? How do we understand social isolation in relation to the use and abuse of drugs? A thorough examination of two of the foremost influential sociological theories on isolation, namely, suicide and death from the writings of Emile Durkheim and Norbert Elias is taken up for critical review leading to an understanding that social isolation is central to conceptualize the problem of drugs in contemporary society. The critical review of a sociological theory of isolation is followed by an institutional critique of drug use in the context of a select case study of an educational campus of national importance in India. It involves documenting the responses to informal personal interviews with select addicts juxtaposed with the prevailing rules and regulations of the institution. The need for public discussion on these issues and the requirement of rehabilitation mechanism is outlined as possible suggestions that institutions can initiate in order to understand, create awareness and overcome the problem of drug abuse.