



# RESEARCHER

**A Multi disciplinary Journal**  
Vol. VIII No. 2, 2014 ISSN 2278-9022

## CONTENTS

The Two Speeches of <i>Underground Man</i>	<i>Gazalagayas &amp; Hazuafa Pandith</i>	1
The Shawl Industry of Kashmir During Medieval Period	<i>Anita Billawaria &amp; Jozi Ferhan</i>	15
Role of Human Rights Commissions in Combating Police Excesses in India	<i>Rajneesh Khajuria</i>	25
Social Support and Well Being in the Bond of Marriage	<i>Syed Shehna, Chandra Shekhar, Adity Jamwal &amp; Sugandha Gupta</i>	44
Tibetan Medicine System in Ladakh	<i>Rigzin Chosdup</i>	57
Widowhood and Domestic Violence : A Study Among Widows in Kathua District	<i>Suraj Mohini Jamwal</i>	69
Mobile Commerce : Understanding Usage, Security and Privacy Issues	<i>Nitigya Sambyal</i>	78
Marriage Rituals of District Leh: A Study of Buddhist Tribes	<i>Tsering Jolden</i>	87
Climate Change and Urban Poor : Challenges & the Road Ahead	<i>Rana Ravinder Singh</i>	105
Rites and Rituals amongst Jamwal-Pandits : The Hindu Brahmins of Jammu	<i>Akhilesh Sharma</i>	115
Conflict, Diplomacy and Indo-Pak Peace Process	<i>Rahilla Parveen</i>	130
Integrated Marketing Strategies in Indian Tourism Sector	<i>Mahesh Kaul</i>	142
Microcredit and Women Entrepreneurship : A Case Study of Mayurbhanj District of Odisha	<i>Dr Artta Bandhu Jena &amp; Dr Sanjeev Kumar Majhi</i>	152
Women Rights to Property in India	<i>Gurmeet Kour</i>	165
भारतीय संस्कृति के निर्माण में प्रकृति का अवदान	<i>प्रो० डॉ सुशमा देवी गुप्ता</i>	185

**University of Jammu**  
**JAMMU**



## EDITORIAL

### Patron

Prof R D Sharma  
Vice Chancellor  
University of Jammu

### Editor / Convener

Prof Neetu Andotra

### Co-convener

Dr Sushil Sharma

### Editorial Board

Prof Satnam Kour  
Prof Satya Paul  
Dr Rajni  
Dr Garima Gupta

### Editorial/Assistance

Sh Rajesh Kumar Salhotra  
Sh Gulshan Pal Singh

*I feel privileged in bringing the new issue of journal 'Researcher', a comprehensive, multi-lingual, cross-disciplinary database, featuring the established and emerging areas of knowledge. The issue contains a panorama of papers across the various disciplines i.e English, Political Science, Law, History, Computer Science and IT, Buddhism, Sociology, Sanskrit, etc. By providing a dynamic forum for the exchange and dissemination of the latest studies, it is expected to benefit scholars, academicians and practitioners.*

*Researcher welcomes both the theoretical and empirical work. Original papers are invited that are based on a solid theoretical basis and a rigorous methodology. In the area of empirical studies, the journal publishes both quantitative and qualitative research. The editorial board is especially interested in manuscripts that break new ground rather than papers that make only incremental contributions.*

*The data, information, opinions and contents appearing in articles/ research papers in this journal are the sole responsibility of the concerned author(s). The Editor/Editorial Team/Reviewers/ Publishers accept no accountability of charge due to any imprecise or ambiguous data, information, opinions and contents that might appear in this journal.*

*Neetu Andotra*

Prof Neetu Andotra

### Published by

Publication Cell on behalf of the Registrar, University of Jammu, Jammu

### Address

University of Jammu  
Baba Saheb Ambedkar Road, Jammu-180006 (J&K)

E-mail : publication.ju@gmail.com

ISSN 2278-9022

©Publication Cell, University of Jammu, Jammu. All copy rights are reserved. The views expressed by the authors in this journal do not represent the views either of the editor or the University of Jammu.