

**CROSS-BORDER SHOPPING TOURISM: EXAMINING  
MOTIVATIONS AND PERCEPTION FROM THE PERSPECTIVE OF  
BHUTANESE VISITORS IN JAIGAON, INDIA**

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**Abstract:**

The spatial positioning of some of the Indian states and their engagement and sharing of borders with few of the neighbouring countries shape the governing dynamics of cross-border transnational developments; be it social, economic, cultural and political. The objectives of the study is to profile the demographic characteristics of the visitors (Bhutanese), analyze the motivating factors for cross-border shopping and also aims to identify their perception of the goods and market spaces and establishment of the cross-border linkages in the Indo-Bhutan border town of Jaigaon. The Indo-Bhutan border is considered to be porous in nature as the frontiers are open for the physical movements of the people. My field-based research study seeks to understand the cross-border movement of Bhutanese, in this Indo-Bhutan border town of Jaigaon in Alipurduar district of West Bengal, which acts as an operating force behind the development of the markets. The border between Bhutan and India is the only land access into entering Bhutan, as the border with China runs through very high altitude areas and is virtually closed. One of the entry point for foreign nationals is between the towns of Jaigaon in Indian state of West Bengal and Phuentsholing in south-west Bhutan.

There is a small, but growing literature on this activity. Empirical data was collected using structured questionnaire to elicit information from the border crossers (Bhutanese) and the sampling technique adopted in this study is simple Random sampling. The findings indicated that most of Bhutanese visit Jaigaon because they are influenced by the perceived variety of goods

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that can be availed at a cheaper price. The leisure elements, although not predominant in the study area, the customers to an extent gets motivated by the pleasure emerged from the shopping activity. The study has suggested that regional integrative activities reflecting international cooperation are a natural development resulting from the necessity for people from different nations to interact for mutual benefit. The information gathered is beneficial for both neighbouring countries as the government can help to improve the shopping area by facilitating the development with related tourism infrastructure and amenities.

**Keywords:** Indo-Bhutan border, borderlands, political geography, cross-border trade, motivation, perception, development

### **Introduction**

Cross-border shopping tourism activities are outputs of the market differences existing on two sides of a border, motivated by economic, legal or social differences (Timothy 2005). This niche form of tourism emerged from the activity of travellers engaging in trips outside their local area, crossing their national borders, with the precise purpose of making acquisitions in an adjacent country (Sullivan 2012).

Globalization is indeed a powerful force that is ever increasing the interconnectedness of the global community. According to Brunney-Jally, globalization, particularly cross-border activities, are promoted by free trade, activities of International organization, desire of central states to promote certain interest, and activities of regional organization.

Cross-border movement is not a single process or a once-and-for-all activity, but a 'form' of migration in its own right, with distinct features. Movements across a border may comprise normal everyday movement and conventional migration - which could be regarded as being both internal and international. Some aspects of the uniqueness of this form of migration are its spontaneity, the complexity of its pattern and the categories of the movers. Its spontaneity is evident from its almost impulsive and repetitious manner of occurrence. There are two categories of movers at the border, namely: transients and migrants. These categories include visitors,

commuters, frontier workers and permanent migrants, all exhibiting variations in the duration of stay at their destination.

The movement of people across the border of two or more states is generally carried out for enhancing their socio-economic activities. Cross-border activity may be formal or informal. It is formal when all legal processes of crossing a nation's border are met. They include among other things, the use of passport, pass, visa and other protocols agreed to by both states, etc. It is informal when due legal processes established by states are not followed.

Shopping has become one of the most popular leisure activities in the world nowadays. This form of shopping have existed for a long time. With new innovations and technologies, and as the society has become more mobile, it has given many new opportunities for people to travel long distances to shop (Timothy 2005, 15–16). The customers' relation between shopping and tourism may be of two categories. The first category includes the tourists whose main reason for travelling is shopping. The second category is those who choose shopping as a secondary activity done during a trip motivated by sunbathing or ecotourism (Timothy 2005, 17–18). Despite shopping being the main or secondary reason for travel, three dimensions of tourist shopping are identified including

temporal, spatial and psychological. The temporal dimension is based on when during the holiday or travel the shopping takes place. The spatial dimension of shopping is based on where the shopping takes place. These shopping activities usually take place in the tourist's home location at local stores and shopping malls before the departure, in the transit to the destination, or at the destination. The third dimension is considered to be psychological where the interests and motivation of the traveller are important. (Murphy–Benckendorff–Moscardo–Pearce 2011)

As far as India is concerned, one of the areas identified with high level of cross-border activities, is between the Indo-Bhutan border town of Jaigaon in Indian state of West Bengal and Phuentsholing in south-west Bhutan. There is a little doubt that most cross-border shopping is as much as leisure activity, as it is an economic one, and that it is one tourism generated activity

that is worthy of additional attention. Shopping activities in this border area especially Jaigaon have become a common activity since long. As India and Bhutan shares an open border, so all visitors (Bhutanese) can cross the border without the use of passports. This border crossing activity is called the 'Free Flow'. The cross-borders (Bhutanese) are found to be willing to travel outside their home environment and visit Jaigaon for the purpose of shopping. They are sometimes known as the "outshoppers". Shoppers travel out of their own country to a neighbouring country for shopping of goods, services and leisure (Lau et al. 2005), which, in turn, contributes to the development of tourism.

Many towns and cities in the borderland have witnessed tremendous growth arising from the movement of foreign tourists. Although a growing body literature exists concerning the importance of border town's borderlands as tourist destinations, the research relating to cross-border movement in India and, more specifically, cross-border shopping remains sparse. Cross-border shopping has profound implications for a country's revenue. Purchases made by foreigners represent an export of goods and services in the destination country, leading to an improvement in the balance of payments and growth. The arrival of Bhutanese tourists triggered the economic growth of Jaigaon making an important generated market.

Many motivating factors are alluded to as drivers of cross-border shopping. Major reasons for cross-border shopping include the price benefits expected from visitors (Rohwedder 1994; European Commission 2004; Piron 2002); and the existence of a favorable exchange rate between currencies (Di Matteo and Di Matteo 1996; Nielsen 2002). Other non-price factors are important drivers of cross-border shopping, including the original or exclusive nature of the item; the extent of the choice and range available; the quality or the authenticity; the pleasure of shopping (Timothy and Butler 1995; European

Commission 2004); and accessibility (Tak and Wan 2008). A few studies (Hampton, 2009) also consider structural drivers, such as market size; culture and language; and border permeability, and psychological influences on cross border shopping.

## **Motivating factors influencing cross-border movement and purchasing behaviour of Bhutanese in Jaigaon**

- The fundamental basis of marketing is the three 'ds', i.e., difference, desire and distance (Granier and Delobez, 1979). The function of marketing starts with difference or inequality in areas, such differences being mainly due to geo-economic and technological factors. While the desire to sell the produced material and also a desire to purchase the same is necessary, the distance is a governing factor between the two. "The maximum intensity of commercial exchanges will take place if the difference is pronounced, the desire is strong, and distance short" (Granier and Delobez, 1979). These factors are very much strong and operative in this part of the Indo-Bhutan border which forces the Bhutanese to visit regularly the market town of Jaigaon. For Bhutanese, visiting Jaigaon was perceived as a convenient place to shop for Indian products rather than crossing over to the borders in Assam as they are of the opinion that they had to travel much greater distance and also the inconvenient roads serve as a bottleneck for them. Whereas the roads leading to border town of Jaigaon have proper roads and their journey turn out to be safe and convenient.
- Marketing geography is very much concerned with two aspects of trade, namely wholesale and retail. Wholesale trade is characteristics of large urban markets, while the retail trade is common to all the market centres. Retailing is an important sector of the national economy, not only in the advanced countries but also in the developing countries. A study of the concept of retail location is necessary for understanding the density of demand for a particular product or service. Infact, locations of retailers are determined by the size of the urban centres, magnitude of its trade area, population of sales area and distance to place offering a similar number of functions (Saxena, 2004). If we take the case of my study area M. G. Road of Jaigaon basically deals with wholesale marketing where hardware and motor mechanic parts are sold in bulk. The people those who are buying these products are basically the cross- borders. Wholesale transaction of these goods is also done on formal levels. While the super market area of the town and the Manglabari periodic

market deals with retail outlets where the Bhutanese visit regularly for buying their necessities.

- Availability of cheaper goods, which groups the following variables such as lower cost of services, self-contained store facilities, value for money, this factor dimension is found to be the major reason influencing the shopping behaviour of Bhutanese tourists in Jaigaon. With the value of Rupees and Ngultrum at par, the convenience of transaction seems easy, thereby attracting the tourists (Bhutanese)
- The presence of a skilled community of traders that can successfully exploit border differentials, served as a successful attribute for a smooth operation of market. Without an innovative community of traders involved in transnational business networks, border towns and cities can hardly pretend to be border markets. It is these entrepreneurs that will, on a daily basis, exploit the various differentials that continue to characterize border regions, and try to make a profit of connecting different nationally-organized markets (Walther 2014). In case of my study area, the above mentioned factor for the economic development of the border market of Jaigaon because of the presence of a skilled community of traders from the states of Rajasthan, Uttar Pradesh and Bihar can be witnessed. It can be seen that in Jaigaon more than 70 percent of the commercial establishments are run by the people from these states. They are considered to be reliable and competent service providers, which encompasses variables such as, good delivery of services and better quality services, is the one of the major factor that determines the purchasing behaviour of Bhutanese. Throughout history, these business communities have been crucial to the prosperity of this market and serve as an alluring mechanism for shopping tourism in this border region (Source: fieldwork).
- The other important reason that encourages cross border shopping of Bhutanese is labeled as easy communication which consists of three variables such as easy communication, friendly sales personnel and the same language (basically Nepali in this case) of communication between Bhutanese and local residents in Jaigaon facilitates communication between both parties. European Commission (2004) also highlighted that speaking in the same language is an obvious factor in affecting the level of confidence and thus easing up the purchasing process in cross-border shopping.
- The availability of variety of goods and services offer a wider choice of services and good bargains/ promotional offers. Jaigaon offers a good variety of goods and services and this serves as an attraction for purchasers from Bhutan to shop in Jaigaon.

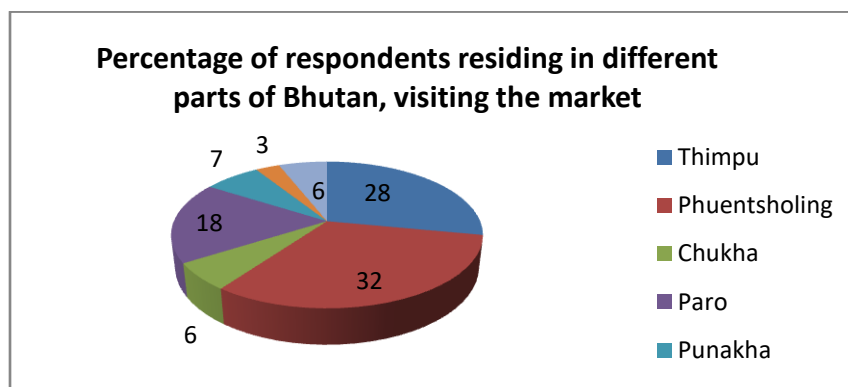
- Presence of good transportation system that is available from Thimpu to Jaigaon shortens the traveling time causing Jaigaon to become an attraction to day trippers who wish to shop without having to incur other costs such as accommodation costs.
- Another important motivating factor of the cross-border movement is the ability of the host country to combine trading and production activities. Border markets can therefore be seen as places of convergence for the transnational movements of goods and people (Dobler 2009, Zeller 2009). But border markets are more than places of flows; they also play a crucial regional role for the organization of agricultural activities. In other words, it is in border markets that the two different spatial strategies of transnational circulation and regional production converge (Walther 2012). It has been observed that various agricultural crops which are being cultivated in the nearby areas of Falakata, and some other areas of Jalpaiguri, Alipurduar etc, find place in Jaigaon market, which attracts the Bhutanese regularly to this market places of Jaigaon.
- Another factor that can determine the cross border shopping is the relative porosity of borders. The degree of openness of the border greatly varies between cases and generates specific flows of goods and people. Borders that are officially closed to a number of products to protect national production but functionally open to informal flows thanks to the collusion between traders and state authorities offer a stimulating environment for cross-border trade (Golub, 2012). The presence of open border between India and Bhutan has led to the success of the border market of Jaigaon, and helps the Bhutanese an easy access to Jaigaon (Source: fieldwork).

#### **Account of the Bhutanese respondents/people/customers arriving in Jaigaon market:**

The study is based on primary data collection during field visit at the market sites in the town of Jaigaon. The respondents were the border crossers (Bhutanese), who visit the study area regularly for shopping. The sampling technique adopted in this study is simple random sampling, where a total of 30 respondents were taken into consideration. To ensure the successful execution of the research, interviews were conducted using Interview Schedules. The data collected were tabulated and analyzed. The format of interview used was unstructured, open-ended and face-to-face format. Each interviewee was examined in accordance with his own specialization and experience of the study area.

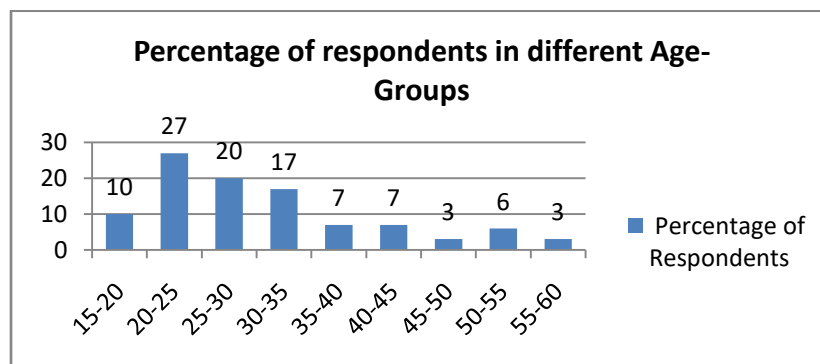
### Places of residence of the respondents:

From the primary survey carried out by random selection of thirty Bhutanese respondents, it is seen that the Bhutanese people arrive to the market places of Jaigaon from almost all parts of Bhutan, the maximum i.e., more than 30 percent arrive from Phuentsholing, the district adjoining the Indo-Bhutan border of Jaigaon. Thimphu, the capital of Bhutan occupies the next place from where close to thirty percent of people visit the market places. The other places from where the Bhutanese arrive in this business town are Chukkha, Paro, Pasakha, Punakha etc.



### Age-groups of the respondents:

It is seen that the people in the age group of 20-30 years basically visit the market to buy their necessary commodities. The percentage of respondents in this age group visiting the market places of Jaigaon is close to 50 percent. Next to this age group, more than 15 percent of respondents in the age group of 30-35 years visit the market place. So it is quite evident that the young people from the age group of 20-35 years visit the market places most. As far as the marital status of the Bhutanese respondents is concerned, it is seen that the number of married respondents exceeds un-married respondents.

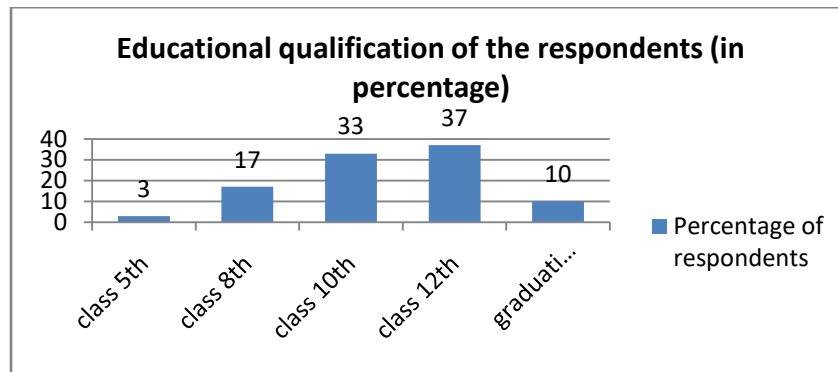




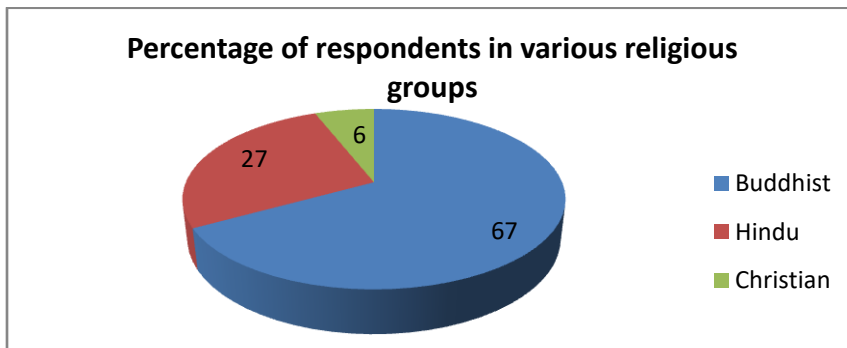
**Educational qualification of the respondents:**

From the primary survey it is seen that out of 30 respondents, more than 35 percent of the Bhutanese respondents have qualification up to twelfth standard, and only 10 percent

respondents have completed their graduation.

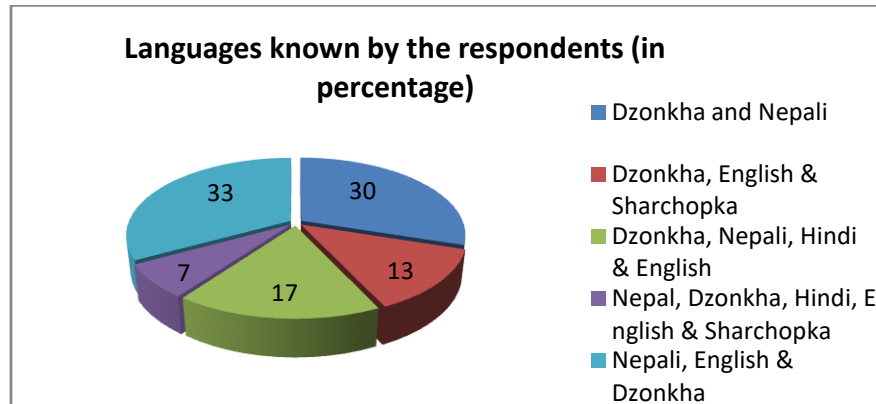
**Religion of the respondents:**

Most of the respondents surveyed were Buddhist by religion followed by Hindu and Christian. More than 65 percent of the respondents are Buddhist while more than 25 percent of respondents are Hindu; and 6 percent respondents are Christian.

**Languages known by the respondents:**

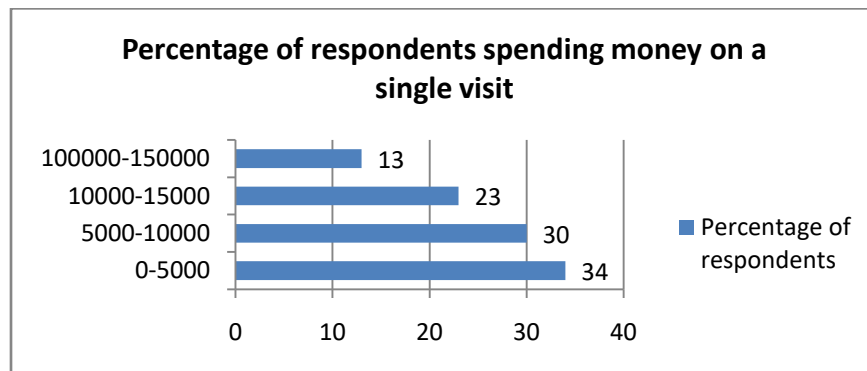
As far as the languages known by the Bhutanese respondents are concerned, Dzongkha, Nepali and English are widely known to them. Dzongkha, being the national language of them, every respondent knew it. Next to Dzongkha, Nepali is one of the languages which is known by almost

all the respondents. Sharchopka, a less popular language is also known by a few of the respondents.



### Money spent by the respondents on a single visit to the market places:

As far as the money spent on a single visit is concerned there is a wide range of variation from those who buy for their personal family needs to the ones buying it for their shops in Bhutan. More than 60 percent of the respondents spend up to Rs ten thousand, which is basically for their family and personal needs. At the other extreme, 13 percent of the respondents spend Rs one lakhs to Rs one and half lakhs for buying goods at a bulk for their shops located in Bhutan.



### Modes of transport used by the respondents to visit the market places:

Most of the cross-border tourists are basically day trippers, who are satisfied with the existing procedures for border movement. Further to the distance, transportation costs are not a deterrence to day-trippers given the low costs of fuel in Bhutan.

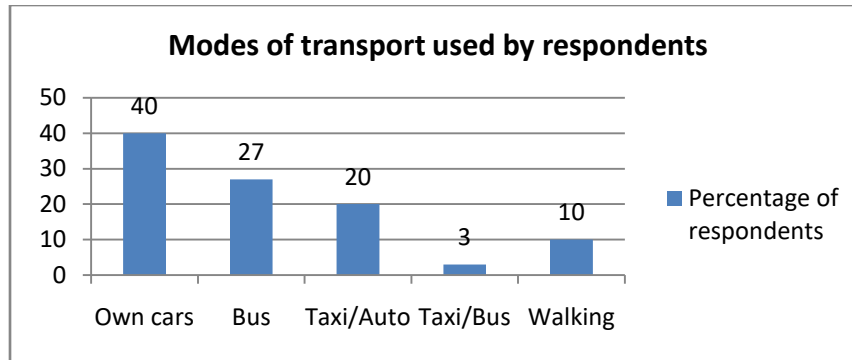
Of the total number of visitors surveyed, about 48 percent of the respondents cross the border at least once a month. Shopping (70.0 percent) and recreation/ leisure (30.0 percent) seem to top the list as the main reasons of both day trippers and short-term visitors to Jaigaon. Retailers and businessmen in Jaigaon are generally better off than those away from it in the interiors as the former thrive on Bhutanese tourists.

The modes of transport used by the Bhutanese people while visiting the market place of Jaigaon are basically their own four wheelers, as maximum number of respondents are having their own cars. Among the other modes of transport used by the Bhutanese are taxis, autos, bus etc. The respondents who stay near the border in Phuentsholing visit the market on foot.

As far as the volume of movement of the Bhutanese are concerned variations in the movement in different years are not significant, except that they rise at certain months of the year, for example December always witnesses a lot of cross border activity, as the Bhutanese have their vacation during this month and to avoid severe cold weather, they prefer to come down to the lowlands of Jaigaon. After interviewing the Bhutanese respondents, it was learnt that during December they also visit Bodhgaya, a place of

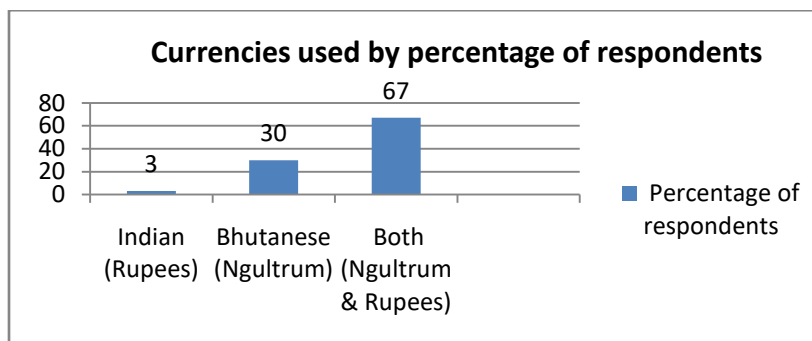
Buddhist religious significance. So they halt in Jaigaon for few days in hotels and in Phuentsholing, where they have their relatives and after that they head towards Bodhgaya.

From my survey with the respondents, I came to know that most of the movers spent less than one day across the border and therefore did not require any hosting. For those who stayed longer, relatives in the border town of Phuentsholing and the people residing in Jaigaon on rent were the major hosts. The other hosts were friends, while the rest stayed in hotels or with their trading partners.



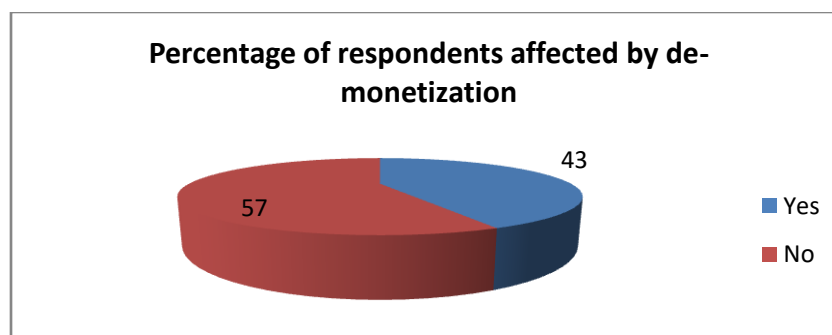
### Currencies used by the respondents:

From the primary survey carried out in the markets of Jaigaon it has been learnt that the currency used in the transaction of goods and services by the Bhutanese are both Indian Rupees and Bhutanese Ngultrum. It is evident from responses of the Bhutanese people flocking the town.



### Effect of De-monetization on shopping:

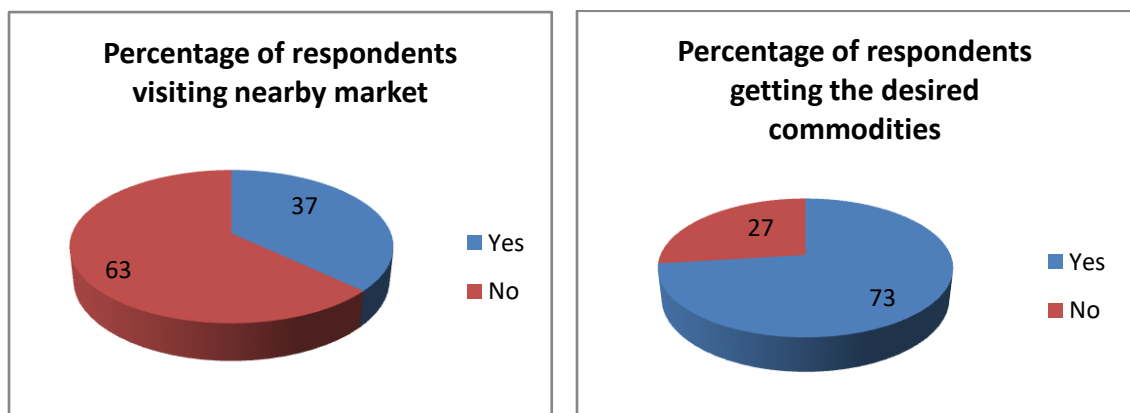
When the question of whether de-monetization affected the regular shopping was asked, a mixed response was received. The respondents, who replied no to the question, said that they used Bhutanese currency that is Ngultrum. Whereas those who replied yes said that they faced problem while exchanging the Ngultrum with Indian currency and also problem of unavailability of Rs. 500 and Rs. 1000 notes in the ATMs.



**Bhutanese perception on Jaigaon market and the commodities it offers:****Commodity satisfaction level and visiting of other market places of the respondents:**

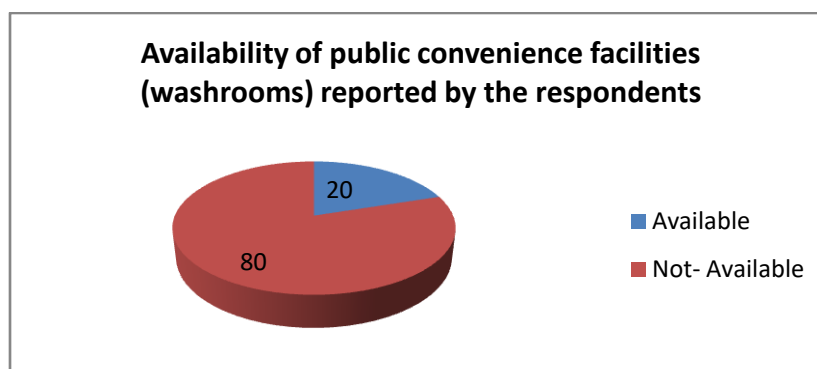
Consumer behavior is a new field of research in marketing geography. Consumer behavior is a complex phenomenon and a product of not only social and economic factors but also of physical ones. It also requires testing of certain hypothesis, such as: A) Consumer always patronizes the nearest place offering required goods. B) The range of consumers increases with the increase in specialization of the centre. C) The consumers visit all levels of hierarchy in shopping centres (Saxena, 2004).

When asked whether they visit any nearby market place to purchase goods, about three-fourth of the respondents answered no. A majority of the Bhutanese buyers are of the opinion that as they get almost all the desired commodities from this market, they do not really feel the need of visiting other markets. A portion of the respondents are of the opinion that they sometimes visit, Siliguri, Sikkim Nepal etc. This category of respondents also opines that if they do not get any desired commodity in their first visit, they come to the market of Jaigaon for the second time. A few of the respondents stated that previously they used to visit the hill stations of Kalimpong, Darjeeling etc for shopping, and also for educational pursuits when Jaigaon town was at its beginning.

**Public convenience facilities in the market places:**

As far as the availability of public convenience facilities such as washrooms etc. are

concerned, the market places of Jaigaon are devoid of it, and most of the respondents are inconvenienced as there are no such facilities in the market areas. They said that they use the washrooms of the hotels at the time of lunch. Very few respondents reported to have come across public toilets but they are in absolutely poor and insanitary conditions.



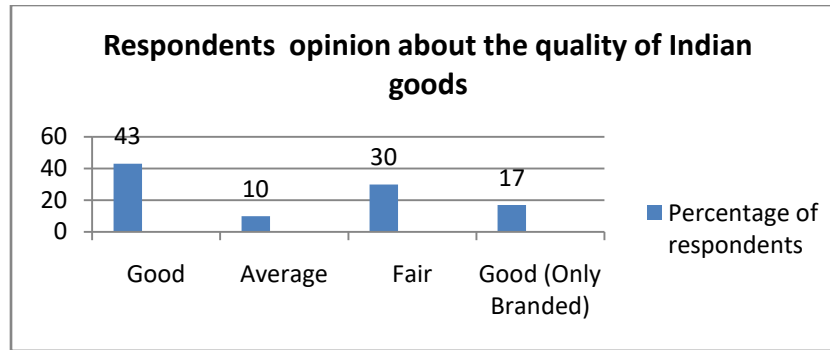
It is proposed that provision of Community toilets near slum areas, public toilets in market areas, main commercial areas, bus terminals, and taxi stands need to be constructed. These community public toilets may be handed over to NGOs/business/transport associations for proper operation and maintenance.

#### **Prices of Indian goods according to the respondents:**

As far as the prices of Indian goods are concerned, the respondents were of the opinion that it is lower than those in Bhutan. All 30 respondents are of the opinion that, this is the main reason which drives them to this market and the other reason being the availability of variety of items, even from long distances like Thimphu, Paro, and Punakha etc. While enquiring about the price of a jacket which costs rupees fifteen hundred in the super market of Jaigaon, one of the respondents stated that this same quality jacket would cost one thousand more in Bhutan.

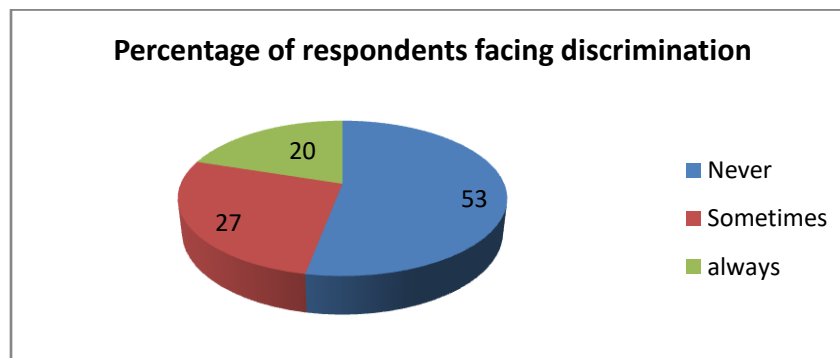
#### **Quality of Indian goods according to the respondents:**

Most of the respondents (about 45 percent) are of the opinion that the quality of the Indian goods is good, while a few said that only the branded goods are better than the ordinary one. About 30 percent opines that the qualities of the ordinary goods are fair.



### **Discrimination faced by the respondents:**

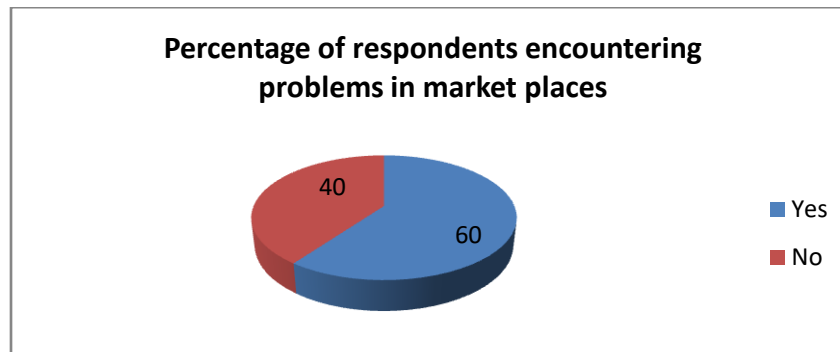
During the survey carried out in Jaigaon market places, it has been observed that more than half of the respondents did not face any sort of discrimination on grounds of different nationality where as a small percentage of respondents is of the opinion that they always face discrimination, as the Indian shopkeepers charge them higher prices and sometimes, according to them, the Indian shopkeepers force them to purchase goods even if they are not interested in buying. A section of respondents said that they face discrimination sometimes by the shopkeepers.



### **Problems faced by the Bhutanese respondents in the market places of Jaigaon:**

While carrying out my survey with the Bhutanese people I got to know that they encounter some problems in the market. The problems of pollution, noise, over-crowding, lack of specific parking facilities, traffic jams, unclean conditions such as piling of garbages in market palces, problems with roads which are narrow and very limited spaces for footpaths. A section of respondents were of the opinion that the unavailability of public toilets, washrooms posed a

serious problems which need to be addressed. One of the problems which I came to know after talking to the respondents is that the taxi drivers of Indian origin charge them exorbitant taxi fare even for a short distance travel. As far as the political problems are concerned, the Gorkhaland agitation which was a big issue recently curbed their movements to India as they feared to enter Jaigaon during those days of agitations.



The demands for vehicle parking space have been very high in the commercial centres in Jaigaon. Allocated parking spaces exist on M.G. Road and N.S. Road and parking fee is levied by JDA. However, the parking spaces are occupied by commercial vehicles and inter-city taxis, due to which less parking space is available for shoppers, forcing them to park on the road, leading to the reduction in the carriage-ways. Proper parking areas are required to be identified for both the commercial and private vehicles near the Bhutan Gate as the traffic gets choked during the peak hours of the day.

It is observed that the various road junctions and important locations are regularly witnessing traffic jams and congestions during the peak hours. The reasons for such kind of congestions are absence of traffic police stationed at important locations, absence of traffic signals, roadside encroachment, illegal parking, etc. The locations witnessing traffic congestions are near the Bhutan Gate, M.G. Road, N.S. Road crossing, and Link Road and near the Present Bus Stand.

Almost all the respondents i.e., the border-crossers (Bhutanese) are of the opinion that the town does not have any proper system for disposing garbage and solid waste generated in the commercial areas/ market places, which is leading to pollution and bringing unhygienic conditions. It is also seen that the garbage and solid waste are thrown in river beds, Jhoras, roads and streets creating accumulation of waste.



The air and the dust pollution are comparatively higher, because of unhygienic condition of the town and also on account of movement of heavy vehicles, which emit poisonous smoke and dust while passing through Jaigaon to Phuentsholing, Bhutan. The kind of air and dust pollutions discourage flow of tourists to the destination of Jaigaon. But on the other side of the Jaigaon, that is Phuentsholing in Bhutan, the picture is just the opposite as it maintains a proper hygienic condition for living and attracting tourists flow to Bhutan.

### **Findings**

The present study brings forward the following findings. First, most Bhutanese cross-border shoppers are day trippers. The study reveals the existence of many motivating factors of the purchasing behaviour, of which the three principal reasons for choosing Jaigaon as the shopping destination by cross-border tourists from Bhutan include the favorable exchange rate and safe/easy access; various/ reliable services available; and the retail atmosphere.

The study also complement the analysis on the potentials of cross-border shopping in developing local economy of a border-town like Jaigaon, which is not a main tourist

destination. It would also provide insights into the sustainability of Jaigaon's growth *via* the promotion of cross-border shopping.

From the survey, it can be inferred that the Bhutanese have very limited scope for availing necessary commodities as the country lacks technological development. They are dependent on this side of the border (Indian) in almost every aspect. I came across few shops in the market places of Jaigaon, which really proves the fact of its dependency. Even the photo frames having the pictures of the king and the queen of Bhutan are made in Indian shops, which the Bhutanese people purchase, as it is tradition to keep the photos of the king and queen in their houses. There are shops where even the number plates of the Bhutanese vehicles are made by the Indians. Sign boards and posters for the Bhutanese people are also being made here in those shops. The other shops which basically deal with the Bhutanese items are the cut-pieces of cloths which the Bhutanese people wear as their national dress. The shopkeepers or the traders dealing with the cut-pieces of Bhutanese traditional costumes (Bokkho), bring the cloths from Ludhiana, Delhi etc. While conversing with a tailor, I came to know that, they usually make Bhutanese costumes and almost 70 – 80 percent of the orders are being placed by the Bhutanese people only.

These findings show that trans-border movement is an integrative process which links borderlands of contiguous countries. The volume, frequency and pattern of movement are in line with what obtains in maximal borderlands.

The wide trading basket of consumer goods; minimal regulatory intervention by local market committee; use of dual-currency exchange; unique supply chain managerial systems emerged as highlights from my study and observations gathered in an ethnically diverse and fragmented geo-spatial space where the Jaigaon market offers a niche 'people-to-people' model for the Indo-Bhutanese community.

**Recommendations:**

- a) Creation of attractive shopping environment with a good variety of services and create a belief that their goods and services are value for money. That means they need to price their product or service competitively by taking into consideration of the effects of government policies of both sides of the border. Because this model can be used to segment cross-border shoppers by demographic factor, retailers can use it to identify target shoppers and formulate competitive retail mix strategies.
- b) Retailers should try to optimize the shopping experience in such a way that increases people's willingness to buy. Accordingly, some services might be developed in Jaigaon shopping centres for making shopping life not only encouraging, but also interesting and entertaining.
- c) There should be an improvement in services according to the needs of Bhutanese consumers proffer to provide Nepali and Dzonkha speaking staff in the shopping areas all year round for making shopping easier and encouraging
- d) The daily lives of local communities in this border area often require interaction and co-operation with people across the border. Relations between people should therefore be managed so as to maintain friendliness and a sense of common humanity, because borderlands are one of the potential or actual 'foyers' of trans-national integration (Afolayan A.A., Labo Abdulahi, 2000)
- e) Proper management of borders is necessary for national security and neglect of any of its aspects can endanger the defence of the country. Though the government of India over the years has taken many steps regarding this, which has helped in managing the problems persecuting

each border admirably, many problems still persist at the ground level. These include lack of coordination between many central and state agencies, non-cooperative state government departments, hostile local population, vested interests, lack of political will and strained neighbourly relation. Moreover a well-trained and dedicated border guarding force having friendly relations with the local population should also be taken into consideration.

f) As far as guarding the border area is concern, there is a need to increase the number of border outposts, improving the living conditions of the border guarding personnel and establishing coordination among customs, intelligence agencies, state police etc. and sensitizing the people residing along the borders.

g) There is a need to legalise trade in essential items to prevent smuggling. Moreover, multipurpose identity cards should be issued to the people residing along the borders to distinguish between Indian and Illegal migrants. And lastly there is a need to strengthen bilateral meetings to solve border disputes. (Das Pushpita, 2010)

h) India and Bhutan share bilateral ties and strong border coordination. Officials meet biannually to discuss various issues regarding border management. Bhutan's main concern is that its citizens and vehicles should be allowed free movement once they are in Indian territory. There are concerns that the open border is being abused by both criminals and insurgent groups, this aspect should be taken into account.

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