CONTENTS

ACKNOWLEDGEMENTS 1

INTRODUCTION 2

Chapter

1. THEORETICAL BASIS OF INDIAN'S TRADE AND ECONOMIC COOPERATION WITH EAST EUROPE 5

- One-Sided Dependence
- The Colonial Pattern
- Need of Economic Development
- Rationale of the East European Countries' Trade and Cooperation with India
- Future Prospects

2. GROWTH OF INDIAN'S TRADE WITH EAST EUROPEAN COUNTRIES 37

- Pattern of Trade
- Balance of Trade
- Market Distribution
- Trends in Exports
- Increasing Diversification of Imports

3. ISSUES IN INDIAN'S TRADE WITH EAST EUROPEAN COUNTRIES 69

- Bilateralism
- Terms of Trade
- Switch Trade
- Export Diversification
- Trends in India's Exports to East Europe
- Import Trends in the East European Countries

4. PLAN HARMONIZATION AND PRODUCTION COOPERATION 120

- Partial Plan Harmonization
- Trade Plans and Production Cooperation
- Production Cooperation with USSR
- Areas of Long Term Cooperation
- Cooperation in Planning
- Growth in Trade
- Trade Protocol for 1980
- The Outlook
- Economic Cooperation with other East European Countries
- Economic Cooperation Between India and Czechoslovakia
- Economic Cooperation Between India and GDR
- Economic Cooperation between India and Hungary
- Indo-Polish Economic Cooperation
- India's Economic Relations with Romania
- Economic Cooperation between India and Bulgaria

5. MARKETING PERSPECTIVES IN EAST EUROPEAN COUNTRIES 176

- Planning Imports
- Market Research Activities
- Marketing Communication and Sales Promotion
Chapter

Need for Marketing Effort by Indian Exporters: Inadequate Product Information; Bridging Information Gap; Trade Balancing at the Level of Foreign Trade Organizations.

SUMMARY AND CONCLUSIONS 201
APPENDIX: STATISTICAL TABLES 220
BIBLIOGRAPHY 237