The East European countries occupy an important place in India's foreign trade, accounting for anything between 10 and 20 per cent of its global exports in recent years. India has endeavoured to develop a dynamic trade policy aimed at stepping up its export earnings through diversification of exports and exploration of new markets. Spectacular rise in exports has been mainly due to bilateral non-convertible rupee payment agreements. India's imports from these countries have also increased substantially and what is perhaps more noteworthy is the role of such imports in the accelerated process of economic growth.

These countries have provided expanding markets for India's traditional and non-traditional products. Consequent on process of industrialisation, India, too, has provided outlets for the region's several products, including capital goods and industrial raw materials. However, due to the developments that have taken place both in India and these countries, trading pattern has to be adapted to suit the mutually beneficial expanding trade relations. While on the import side, India would need to import more and more sophisticated machinery and non-ferrous metals, on the export front, India is much concerned in boosting the export
of non-traditional items, as their potential has not been fully exploited. Some of these non-traditional items are: clothing, chemical elements and compounds, footwear, woolen textiles, medical and pharmaceutical products, rubber manufactures and engineering goods. Although these items have been added to the export schedule, they have yet to achieve a major breakthrough.

Accelerated rate of economic growth and industrialisation in India and the newly emerging needs of the East European countries, merely highlight the need for strengthening the economic bonds between the two countries. As such, it is imperative on the part of India to renovate and re-orient its existing trade pattern and practices and develop flexible response to the changing situation. Although, East Europe bristles with opportunities, these is need for careful planning and execution of orders, meeting the exacting requirements strictly in accordance with the approved samples, within the stipulated period. Contribution of Eastern Europe in India's Industrial development is manifested in several industrial ventures which have been set up in India with their technological and financial assistance.

Besides considering all these aspects in the present study, an attempt has also been made to explore new trade prospects with the East European countries. It also
highlights new areas of cooperative endeavour, such as production integration through plan harmonisation, production sharing, technology transfer, conversion deals and joint marketing. The study gives a special importance to the role of market promotion and sales techniques in East European countries. Exporting to the countries of Eastern Europe is no longer a matter of filling orders for Indian goods, while on the other hand, attention has to be focussed on the role of market promotion through market research in order to capture the rising demand in East European countries created out of the rapid rise in the standard of living and growing consumerism.