

THE INDUSTRY VIEW

www.theindustryview.com

Vol : 01 | Issue : 01 | 2025

Most
Admired
Company in the
Plastic
Industry

India's Plastic Industry
A Global Perspective

India's Plastic
Waste Dilemma
Can Recycling
Solve the Crisis?

Piyush Bansal
Director
**Modigold Pipes
Private Limited**

A Global Leader in the Making

MODIGOLD[®]

Fostering a Future with Sustainable and Innovative
Plastic Solutions



Most
Admired
Company in the
Plastic
Industry 





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Our's Note

An Indian Inspirer of the Modern Business Excellence: Modigold Pipes Private Limited

The firm **Modigold Pipes Private Limited** stands at the top with innovation, quality, and sustainability in this highly dynamic plastic industry. Its primary vision to establish new benchmarks for plastic production made it always on the list of excellence as the company offered highly advanced solutions for its clients, making it an outstanding name in the field.

Modigold Pipes has distinguished itself by adopting a culture of continuous innovation. Research and development have been the hallmark of this company, where advanced technologies and techniques that are not only efficient but also environmentally sustainable have been pioneered to create products that are durable and very high in performance for various applications in agriculture, construction, water management, and industrial applications.


The key success factor for Modigold Pipes is the undying focus on customer satisfaction. The company is proud of the understanding of unique needs of its clientele and providing tailor-made solutions. It could be the timely delivery, technical support, or even transparent business dealings that would form a long-term relationship based on trust and reliability.

In a world which is dominated largely by environmental conversation, Modigold Pipes shine with its care for the ecosystem. The raw materials are being sourced, and so is the material at every aspect of the pipeline, from initial production to the subsequent stages of construction. Its focus is on length of time when products are designed

which means less repetition in replacement products, thus diminishing environmental impact further.

Beyond business success, Modigold Pipes is highly invested in social responsibility. The company promotes initiatives that uplift communities by developing empowerment through employment, education, and skill development. Through these actions, Modigold Pipes demonstrates how businesses can be positive forces for change.

The leadership at Modigold Pipes is a driving force behind its achievements. The company's management has been guided by a clear vision and a forward-thinking approach in dealing with market challenges, which has placed it as a leader in the plastic industry. Innovation, sustainability, and ethical practices remain their hallmark and continue to inspire employees and stakeholders.

It is not a small matter for **Modigold Pipes Private Limited** to win the '**Most Admired Company in the Plastic Industry**' award given by *The Industry View*. It symbolizes the achievement of what happens when innovation, customer focus, and sustainability get together in creating exceptional performances. Modigold Pipes, going forward and continuously raising new bars, not only shapes the plastic industry but inspires others to move along. 

■ ■
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January, 2025

Cover Price: Rs.250/-

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CERTIFICATE

The Industry View recognizes

Modigold Pipes Private Limited
as the

Most
Admired
Company in the
Plastic
Industry 

for its exemplary contribution to empowering and
enhancing the progress and development of the
plastic industry.

Abhishek Joshi

Abhishek Joshi
Editor-in-Chief






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CURING PIPE

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GERMAN TECHNOLOGY
MODIGOLD
BAHUBALI
GARDEN PIPE

A collection of plastic products including white pipes, a green hose, and a green tarp. The background is a light yellow gradient with a subtle dot pattern.

A Global Leader in the Making

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Fostering a Future with Sustainable and Innovative
Plastic Solutions

C O V E R S T O R Y

Plasticity is a quality of solid things that takes a permanent shape if applied with enough force. Scientists say our mind has this ability to get shaped according to our willpower. Taking on the cue, with the strongest willpower of that of mountains, in the heart of India, a visionary named **Rajendra Bansal** embarked on a journey that would transform the landscape of the plastic industry. In 1996, with a single product – *garden pipes* – he founded [Modigold Pipes Private Limited](#). Little did he know that this humble beginning would blossom into a legacy of innovation, quality, and social responsibility and would shape the future of the plastic industry permanently.

The early years were marked by unwavering dedication and a deep understanding of customer needs. Yet, Mr Bansal's son, **Piyush Bansal, Director-Sales**, tirelessly listened to farmers, gardeners, and homeowners, seeking to understand their challenges and aspirations. This customer-centric approach became the cornerstone of Modigold's philosophy.

As the years passed, Modigold expanded its product range to cater to a wider audience. **PVC pipes, HDPE pipes, water storage tanks, shade nets, and multilayer tarpaulins** were added to the portfolio, and each product was designed with the same meticulous attention to detail and commitment to quality.

A Journey of a Positive Social Impact

Modigold's journey was not just about business growth; it was also about making a positive impact on society. The company recognized the pressing need for water conservation and environmental sustainability. One such initiative was the development of innovative water storage solutions, including **high-quality water tanks that could withstand harsh weather conditions and minimize water loss**.

A significant milestone in Modigold's journey was the introduction of **Rubberplast technology** in garden pipes. Modigold stands alone as **India's only branded company offering garden pipes infused with revolutionary Rubberplast technology**. Piyush says, *“This groundbreaking innovation, coupled with our extensive distribution network, positions us as a leading player in the organized sector. Imagine a pathway of our pipes stretching from Earth to the Moon. Our production has been so immense in the last ten years that, if laid end-to-end, we could actually travel on our pipes from Earth to the Moon and come back. Our Rubberplast pipes offer unmatched durability,*

“*Modigold's success over the past 30 years has been driven by a guiding philosophy centred on three core principles: customer-centricity, innovation, and sustainability.*”

superior flexibility, and enhanced oil resistance, ensuring long-lasting performance.” By choosing Modigold, you're not just selecting a product but investing in a legacy of innovation and quality.

Another groundbreaking innovation was the development of **100% Pure Virgin Shade Nets with advanced UV protection**. These nets provided longer life and durability, protecting crops and livestock from harsh sunlight and adverse weather conditions.

Modigold, a pioneer in the plastic industry, has not only focused on product innovation but also on empowering the workforce. By initiating **training programs on the latest HDPE pipe jointing techniques**, we've equipped technicians with the skills to create robust and efficient piping systems. This commitment to skill development has been instrumental in the successful execution of large-scale projects like the **Hindu Hrudaysamrat Balasaheb Thackeray Maharashtra Samruddhi Mahamarg**, *“Where we've supplied over 500 kilometres of HDPE pipes,”* adds Piyush.

Modigold's growth story is not just about numbers and achievements; it's about the countless individuals who have been touched by the company's products and services. Farmers who have witnessed increased crop yields, homeowners who have enjoyed reliable water supply, and businesses that have benefited from efficient irrigation systems – all are part of Modigold's legacy.

Today, Modigold stands tall as a symbol of the Indian Plastic Industry's excellence, with a vast network of 275+ distributors and 30,000 dealers across the country. The company's products are not only trusted by millions of Indians but also exported to over nine countries.



Piyush Bansal
Director
Modigold Pipes
Private Limited

A Symbol of the Indian Plastic Industry's Excellence

According to Piyush, at Modigold, their success over the past 30 years has been driven by a **guiding philosophy centred on three core principles: customer-centricity, innovation, and sustainability.** *“These values have shaped every decision, every product, and every relationship we’ve built along the way.”*

From the outset, Modigold placed its customers at the heart of its business. Understanding their needs and addressing challenges has always been the company’s priority. This focus on customer satisfaction has not only helped it expand from a single product—garden pipes—to a

diversified portfolio including PVC pipes, HDPE pipes, Water Storage Tanks, Shade Nets, and Multilayer Tarpaulins, but it has also fostered a strong trust with its clients. By continually evolving based on customer feedback, the firm has ensured that its products meet the highest standards of quality and functionality.

“Innovation is another cornerstone of our success,” states Piyush. *“Our commitment to innovation has been reflected in our continuous efforts to improve existing products and introduce new technologies.”* For instance, the RubberPlast technology they introduced in garden pipes makes them weather-resistant, oil leak-proof, and highly flexible, addressing a significant gap in the market. Similarly, the development of pure virgin shade nets with UV resistance has led to products that last longer and provide superior protection for crops and infrastructure.

Lastly, **sustainability has always been an integral part of their philosophy.** Whether through the development of HDPE pipes, innovative jointing techniques, designing and planning that help conserve water or the company’s initiatives to reduce plastic waste, it strives to make a positive impact on the environment. *“Our role in water conservation and environmental stewardship has not only contributed to the betterment of society but has also driven our growth,”* adds Piyush.

In essence, **Modigold’s philosophy is simple:** *“To deliver high-quality, innovative, and sustainable solutions that improve the lives of our customers while being mindful of our impact on the planet. This approach has been key to our growth and success.”*

Modigold’s Unique Selling Points:

- **Innovation:** It is constantly pushing the boundaries of technology to develop cutting-edge products like Rubberplast garden pipes and UV-resistant shade nets.
- **Quality:** Its resolute commitment to quality ensures that every product meets the highest standards of durability and performance.
- **Sustainability:** The company prioritizes eco-friendly practices, from sustainable sourcing to energy-efficient manufacturing.
- **Customer Focus:** Piyush says, *“We listen to our customers and tailor our solutions to meet their specific needs.”*





Modigold's commitment to innovation, quality, and customer satisfaction will drive its growth and solidify its position as a leading player in the global plastic industry.



A Golden Vision:

"To be a global leader in the plastic industry, recognized for our innovative products, sustainable practices, and exceptional customer service."

A Top Position:

Piyush says, *"We're proud to be one of India's leading plastic companies, trusted by millions of customers. Our strong focus on research and development, coupled with our dedication to social responsibility, has enabled us to establish a strong market presence and a reputation for excellence."*

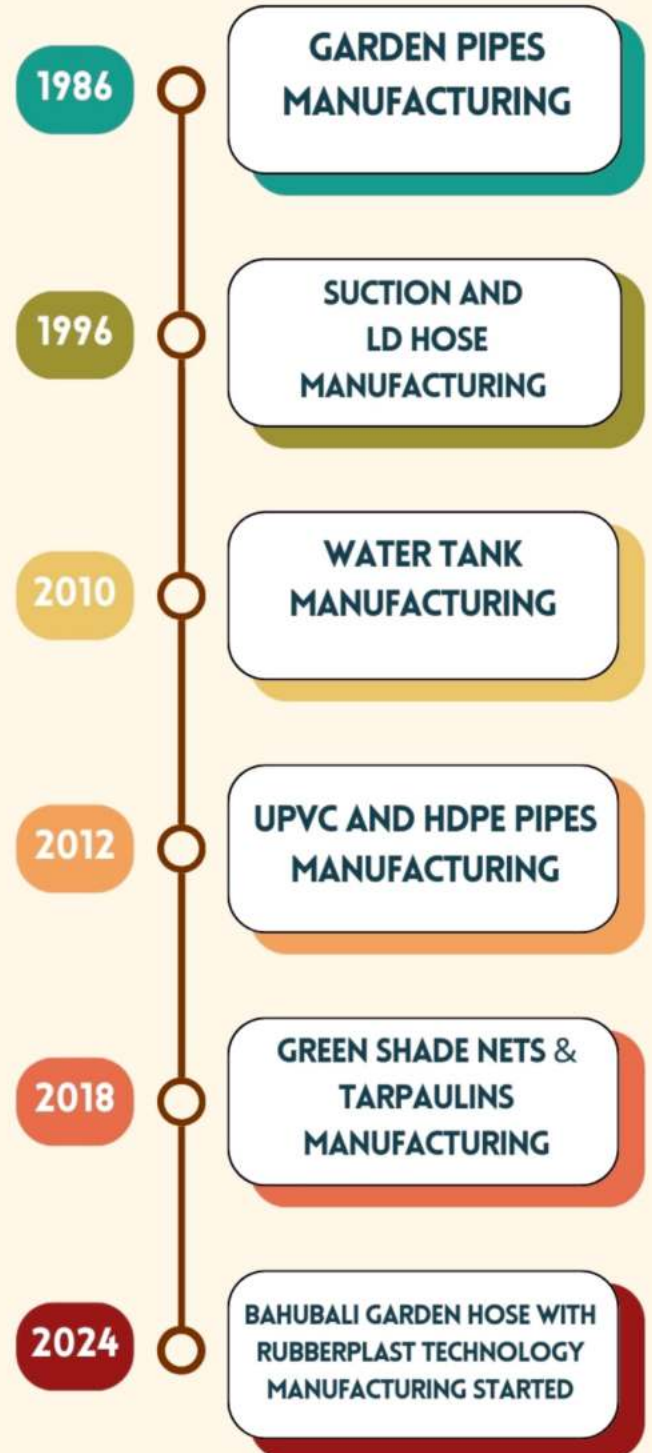
By choosing Modigold, you're not just selecting a product; you're investing in a **better future for yourself and the planet**.

Empowering Ethos

Modigold is a leading provider of innovative plastic solutions, catering to a diverse range of industries. Its comprehensive product portfolio includes:

- **Infrastructure:** Robust and durable pipes for water supply, drainage, and sewage systems, contributing to the development of resilient infrastructure.
- **Water Supply:** Efficient and reliable piping solutions for municipal and industrial water supply projects, ensuring clean and safe water delivery.
- **Agriculture:** High-quality pipes for efficient irrigation systems, maximizing crop yield and conserving water resources.

MODIGOLD MILESTONES



- **Construction:** Durable and versatile pipes for various construction applications, from residential to commercial projects.

- **Industry:** Robust piping solutions for chemical, oil, and gas industries, ensuring efficient and safe operations.

- **Household:** Practical and stylish water storage tanks and garden hoses enhance everyday living.

By combining cutting-edge technology with a deep understanding of customer needs, Modigold empowers individuals and industries alike. *“We are committed to delivering superior quality, exceptional performance, and sustainable solutions,”* ensures Piyush.

He further adds that Modigold prioritizes quality and durability above all else. It employs stringent quality control measures at every stage of production, from sourcing raw materials to final product testing. Its products undergo rigorous mechanical and chemical testing to ensure they meet the highest industry standards. Additionally, the company invests in cutting-edge technology and continuous research and development to stay ahead of the curve.

“Our commitment to excellence is evident in the long-lasting performance and reliability of our products, making them the preferred choice for customers across India,” assures Piyush.

Uplifting the Greatest Asset

Not only the workforce is the cornerstone of Modigold being a successful organization, *“But we believe our employees are our greatest asset,”* says Piyush. *“We foster a culture of growth, skill development, and empowerment by providing ample opportunities for learning and advancement. Our dedicated workforce undergoes regular training programs to stay updated with the latest industry trends and technologies. We encourage open communication and a collaborative work environment where innovative ideas are celebrated. By empowering our employees, we empower our organization to achieve new heights.”*

Surmounting Challenges

Throughout its journey, team Modigold faced numerous challenges, from fluctuating raw material costs to intense market competition. However, they overcome these hurdles



**35+ YEARS
EXPERIENCE**

**9+ COUNTRIES
EXPORT**



**13+ STATES
PRESENCE**

by staying committed to innovation, quality, and customer satisfaction. They've invested in cutting-edge technology, built strong relationships with suppliers, and continuously adapted to changing market dynamics. By embracing challenges as opportunities for growth, the team emerged stronger and more resilient.

An Eco-Friendly Advice

Piyush advises budding entrepreneurs in the plastic industry to **focus on innovation, sustainability, and customer-centricity**. *Stay updated with the latest technological advancements and explore eco-friendly solutions.*

Prioritize quality and build strong relationships with your customers. *“Remember, success in this industry requires a long-term vision, adaptability, and a relentless pursuit of excellence.”*

A Better Future for Humanity and the Planet

Modigold envisions a future where it is a global leader in sustainable and innovative plastic solutions. Piyush informs, *“We are actively exploring international markets to expand our reach and impact. The year ahead holds*

immense promise as we gear up to launch a series of innovative products that have been meticulously developed through extensive research and development.”

These groundbreaking solutions are poised to revolutionize various industries, from agriculture to infrastructure. Modigold’s commitment to innovation, quality, and customer satisfaction will drive its growth and solidify its position as a leading player in the global plastic industry.

for more information visit: www.modigold.in 



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DISTRIBUTORS



30000+
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Modigold stands alone as India's only branded company offering garden pipes infused with revolutionary Rubberplast technology.

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A large stack of white and blue pipes in a warehouse. The pipes are arranged in a dense, overlapping manner, with the white pipes in the foreground and blue pipes on the right side. The background shows yellow metal shelving units and blurred boxes, suggesting a storage or distribution area.

A Global Perspective



India's Plastic Industry

The plastic industry in India has grown exponentially during the last several decades and becomes an important factor in the overall economic development of the country, as well as its industrial setting. India's high production capability, diversified portfolio of products, and innovative changes have made it a leader in the global scenario among other large players in the plastic market.

A Thriving Industry

The plastics industry of India is the fastest-growing among all, which has over **30,000 units of processing** and more than four million on its payroll. The industry also forms a very good contributor to the GDP of India, with annual output being generated more than **25 million metric tonnes**. Packaging materials, car components, and medical equipment alongside consumer goods all form part of the industry's diversified products portfolio. India enjoys low-cost production and a large skilled workforce making it a key competitor in global markets.

International Repute and Commerce

India is a significant exporting country of plastic goods, from raw materials to final products and machines. Asian, European, and American countries consume a lot of high-quality plastic products from India at reasonable rates. The value of exports by the Indian plastic industry was close to **\$13 billion in 2022** and comprised packaging material, pipes, films, and molded goods as the main sources of export revenues.

Innovation is the heart and soul of India's plastic industries. Investments are made in innovations such as automation, robotics, and 3D printing with the agenda of increasing productivity and saving costs. Research has been focused on

biodegradable and recyclable plastics that can reduce environmental harm. These innovations increase efficiency, promoting interventions that are well aligned with the trend toward global sustainability.

Sustainability and Issues

While this plastic industry has increased manifold, a major cause of concern with this industry has been related to its environmental sustainability. The huge usage of single-use plastics has invited much criticism both within and without the country boundaries. **India annually produces around 3.5 million tonnes of plastic waste.** Of this total, **only 60% of the total production is recycled.** The rest part is extremely injurious to both the environment as well as to health.

The Indian government has responded with strict rules towards the gradual removal of single-use plastics and encouraged recycling. An example is Plastic Waste Management Rules, 2016, as well as a ban on single-use plastic products in 2022. In addition, business players also use eco-friendly measures such as recycling materials and formulating alternative packaging solutions to adhere to global sustainability goals.

Opportunities for Growth

It's on the growth trajectory in the plastic industry because of many factors, important amongst them:

- *High Demand:* A good proportion of growth of demand is found in the health, automotive, construction, and e-commerce sectors, and thereby creates enormous opportunity.
- *Government policies:* Initiatives like the "Make in India" campaign, PLI schemes, provide an extremely favorable ecosystem for the local manufacturing as well as export.
- *Technological advancements:* The latest technologies can bring efficiency, reduced waste, and better quality of products, putting India on the world map of innovation.
- *Practicing Sustainability:* The current global trend of sustainability will present opportunities for India to become the leader in the production of green plastics, tapping into its research and development strengths to create biodegradable and recyclable materials.

India in the Global Plastic Economy

Being a strategic location with abundant resources and a skilled workforce, India is placed at a strong competitive

advantage within the global plastic economy. Its plastic machinery industry, for example, has attracted international attention because of the superior quality of its advanced equipment manufactured at a relatively low cost in comparison to that of developed countries. Indian manufacturers are increasingly cooperating with international players to share technology and expertise further strengthening their position worldwide.


In addition, the participation of India in international trade fairs and exhibitions like Plastindia and K showcases its dedication to innovation and quality. It opens up the scope for Indian companies to demonstrate their capabilities, make international collaborations, and venture into new markets.

The Road Ahead

In order to maintain the growth trend, the Indian plastic industry has to work towards solving its environmental problems and to build on its strengths. Its main aim is to be based on a circular economy in which plastic waste is reduced and material usage is effectively reused or recycled. Public-private partnerships are significant for creating efficient recycling infrastructure and awareness on proper use of plastic.

This aside, the industry must continually invest in technology development to be at par with international competition. The use of digitalization, automation, and artificial intelligence in the manufacturing of the product is bound to transform the game and make the business efficient and sustainable.

India's plastics industry is a proud manifestation of the country's industrial genius and innovation. With vast production capacity, a very skilled workforce, and commitment toward sustainability, this industry is poised to lead globally. Very soon, India can transform its plastic industry into a model of sustainable growth and a global competitor, by paying heed to environmental considerations, embracing technological advancement, and fostering international cooperation.

In this greener, more connected future, the Indian plastic industry stands a good chance to not only satisfy the present needs but also build the narrative of a sustainable tomorrow. 



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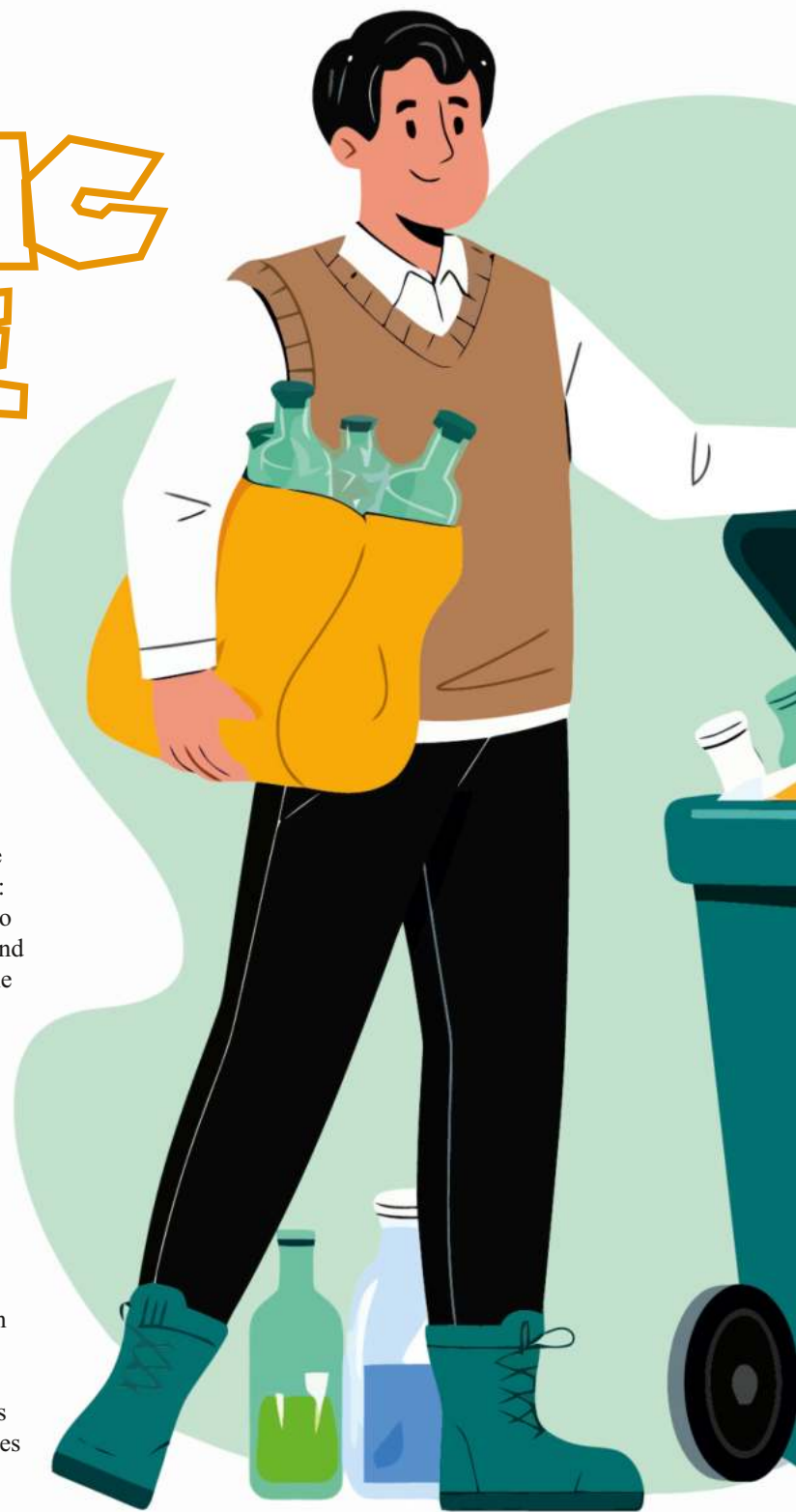
India's PLASTIC WASTE Dilemma

Right now, India, which has become the world's fastest-growing economy, is presently facing one of the greatest challenges related to environment: plastic wastes. Even as plastic has emerged as a solution to most kinds of industrial materials, given their flexibility and price, it is also generating the most unexpected catastrophe because of reckless usage and improper disposal.

With 3.5 million tonnes of plastic waste produced every year, only 60% is recycled, leaving the rest of the waste littering rivers, oceans, and landscapes, bringing about severe environmental and health concerns.

Scope of the Problem

For the past couple of years, India has rapidly accelerated its plastic intake along with rapid urbanization, increase in population, and a fast-growing middle class. The major waste stream derives from single-use items like straws, packaging, and cutlery. The major causes of plastic wastes piling up within the landfills, water bodies, and open spaces are poor waste management infrastructure and less awareness among people.





Plastic pollution profoundly affects the environment. Plastics break down after hundreds of years, and in this period, they fragment into microplastics, which penetrate soil, water, and even food webs. Wildlife frequently becomes a victim of plastic litter, as they mistake it for food, and human exposure to microplastics is associated with health risks such as hormonal interference and chronic diseases.

The Role of Recycling

Recycling is something that is much touted as being the solution for the plastic-waste crisis in India. As many as several million waste-picking workers collect, sort, and recycle plastic waste—the informal sector—estimated to recover about 60% of the plastics waste generated here, one of the highest recyclable rates across the world.

Lack of Segregation: Most of the plastic waste is collected along with other types of wastes, which complicates the process.

Quality: Low-quality plastics and contamination of materials reduce the recyclability of the material.

Infrastructure Gaps: The recycling facilities are less in capacity and unevenly spread across regions.

Economic Constraints: The cost of collecting and processing plastic waste often outweighs the market value of recycled materials.

Despite all these factors, there remains a hope through advancement in the recycling technology that examples are chemical recycling and automated sorting systems. Hopefully, the efficacy of the method will improve while the scope for recyclable plastic increases.

**CAN RECYCLING
SOLVE THE CRISIS ?**

Governmental Initiatives and Policies

India government has tried to handle the issue of plastic wastes by focusing most upon recycling. The Plastic Waste Management Rules, 2016 were brought about, ensuring the segregation and recycling of plastic waste, along with promotion at the production stage, also of the recycled material. The government, as a means to control and further minimize generation, banned more single-use plastics in 2022 while urging alternatives for the future.

This would mean extended producer responsibility wherein the life cycle of the whole product is with the manufacturer, which includes collection of waste and recycle of the same. This would definitely bring about the utmost change in the industry.

Can Recycling Solve the Crisis Alone?

Recycling is an essential part of waste management, but it cannot solve the plastic waste crisis on its own. Several reasons limit its efficiency in solving the plastic waste crisis:

Finite number of cycles of recycling: Most plastics can only be recycled a finite number of times before the quality starts to degrade.

Energy use: The recycling process is energy-intensive and at times emits greenhouse gases.

Downcycling: Plastics generally have to be "downcycled" to generally lower-value products, so recycled plastics might not largely replace virgin plastic demand.

The plastic waste crisis requires a multi-faceted solution beyond recycling: reducing plastic consumption, providing alternative sustainable substitutes, and building a circular economy that recycles and reuses materials for new purposes.

Alternative Solutions

Biodegradable Plastics: Biodegradable and compostable plastics could fundamentally decrease the long-term accrual of waste.

Promote Paper, Glass, and Metal: Introduce alternatives in packaging and usage. The amount of plastic will significantly decrease if such materials are used.

Awareness in the Public: Inform the people that segregating waste is necessary for recycling and reduction in plastic use.

Rewarding Innovations: Make the startup ecosystem and industries feel encouraged to work on waste management innovations that could be used at scale.

Harsh Policies: Ensure implementation of strict single-use plastic bans and EPR policies to bring the people in compliance.

A Path to Sustainability

The plastic waste issue in India calls for a collaborative response from all parties involved: the government, the industry, and the citizens. Reduction of plastic production and consumption should accompany the recycling process that is at the heart of this effort. The country needs to shift toward a circular economy where waste is a resource.

Technological advancement in recycling, along with sustainable practices and robust policies, can mitigate the crisis. In addition, empowering the informal sector with better working conditions, access to technology, and fair wages can enhance recycling rates and improve livelihoods.

In Effect

This has served as an eye-opener regarding the environmental cost of unbridled consumption, especially when referring to the Indian plastic waste crisis. While recycling is one method to handle current waste, it cannot be a solution alone. Instead, low plastic use, adoption of substitutes, and an economy in circles should form the future course of action.

The journey to a plastic-free India is really long and arduous but not impossible. Together, an innovative solution to this problem will successfully turn the plastic waste problem into a chance for sustainable growth and stewardship of nature. Let's choose wisely. The future depends on the actions taken today. 🇮🇳



Success is the progressive realization
of a **worthy goal** or **ideal**.

- Earl Nightingale







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