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COVER STORY

Vegetable Oil as an Alternative in Rubber and Plastic Industries

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- Performance Tracking of Worn Tyres
- Can India Have a 'Mittelstand' Culture?
- The Branding Equation
- Andhra Pradesh Shows the Way to Industrial Progress
- Trademarks: An Important Business Tool



Vol. LXX ■ Issue 7 ■ July 2018 ■ ₹100

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> Printed & Published by **R. G. Bhamare**

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Can India Have a 'Mittelstand' Culture?

If all of us join hands and provide support to our SMEs, the day is not far when we too will be able to create numerous global champions like German Mittelstand – small and medium enterprises – does. And this will help us generate much needed employment, develop skills for our youth and create a bright future for our country, writes Manoj Barve.

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