

ANALYZING THE CURRENT STATE OF THE RMG SECTOR: A SWOT ANALYSIS

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• A vibrant sector playing an important role for the economic growth of the country• Growing interest within the sector for going green• Presence of specific guideline to follow (LEED Certification, GRIHA etc.)• Abundance of fine quality raw materials in the country	<ul style="list-style-type: none">• Lack of adequate understanding about Green building concept• Inadequate financing opportunities• Focus on non-existent short-term benefits instead of long-term benefits• Absence of policy support/guidelines at the national level• Lack of technical expertise at the national level
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Increasing demand of green industries, green growth and green products in the global market• The interest of the national level policy makers in green growth• Rising awareness of consumers towards sustainable production	<ul style="list-style-type: none">• Global competition and actions taken by other countries• Failure of the international buyers to compensate adequately