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

|  |  |
| --- | --- |
| STRENGTHS | WEAKNESSES |
| * 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 | * 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** |
| * 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 | * Global competition and actions taken by other countries * Failure of the international buyers to compensate adequately |