

**Table 6.5 : SWOT ANALYSIS – DMA Cities / Towns**

Name of the city / town	STRENGTH	WEAKNESS	OPPORTUNITIES	THREATS
<b>GURGAON</b>	<ol style="list-style-type: none"> <li>1. Availability of abundant skilled / trained manpower.</li> <li>2. Close to International Airport.</li> <li>3. Hub of IT/BPO industries thereby making the city center for employment generation.</li> <li>4. Progressive and liberalized state policy.</li> <li>5. Center of training in special crafts and it is training cum production state</li> </ol>	<ol style="list-style-type: none"> <li>1. No Public Transport System existing in all the sectors.</li> <li>2. Sewerage system in bad shape</li> <li>3. Roads are in bad conditions</li> <li>4. Power Problem</li> <li>5. Artificial shortage and by estate price structure putting common man hard to purchase</li> <li>6. Garbage disposal problem</li> </ol>	<ol style="list-style-type: none"> <li>1. Haryana State as a more attractive state of setting of UP of Special Economic Zone (SEZ) in the country.</li> <li>2. Good Industrial Relations.</li> <li>3. Good Law and Order System</li> <li>4. Abundant water because of maximum canals are in the state.</li> <li>5. Metro Rail will come up in the Gurgaon periphery.</li> </ol>	<ol style="list-style-type: none"> <li>1. link Roads are in bad shape.</li> <li>2. Power is not regular.</li> <li>3. Toll free movement of Transport, Taxi, TSR from Delhi &amp; NCR Delhi.</li> </ol>
<b>NOIDA</b>	<ol style="list-style-type: none"> <li>1. Adequate infrastructure</li> <li>2. Good connectivity with Delhi from several entry points</li> <li>3. Availability of Land at reasonable rates</li> <li>4. Existence of inland container depot at Surajpur facilitated inbound and outbound movement of cargo</li> <li>5. Highly skilled manpower available</li> <li>6. Adequate Medical facilities</li> <li>7. Important entertainment and recreational centers</li> </ol>	<ol style="list-style-type: none"> <li>1. acute shortage of potable water</li> <li>2. Frequent traffic jams</li> <li>3. Erratic power supply</li> <li>4. Law and Order problems</li> <li>5. Absence of Govt. Hospitals</li> </ol>	<ol style="list-style-type: none"> <li>1. Special Economic Zone is being created</li> <li>2. Pollution free environment and harmonious industrial atmosphere</li> <li>3. Most preferred IT and ITES destination with Global companies</li> <li>4. Metro Rail project is coming up</li> <li>5. Development of Software Technology Park</li> </ol>	<ol style="list-style-type: none"> <li>1. Steep rise in Real estates business may jeopardize the dreams of buying land/flats by common man</li> <li>2. NRIs investment on business discourages midcore Businessman to invest in NOIDA</li> <li>3. Encroachment on hinterland and problem of squatting is aggravating.</li> </ol>

<p><b>GHAZIABAD</b></p>	<ol style="list-style-type: none"> <li>1. Availability of land &amp; property at more competitive and cheap price as compare to Delhi</li> <li>2. Presence of vocational, engineering, medical and management colleges and institutions in large scale.</li> <li>3. Fast growing town in terms of IT professionals.</li> <li>4. Presence of key industries in govt. and private sectors which are being catered by allied industries, thus creating employment opportunities</li> <li>5. Better connectivity with NOIDA and greater NOIDA</li> </ol>	<ol style="list-style-type: none"> <li>1. Erratic power supply</li> <li>2. Indiscriminate use of ground water depleting grand water table</li> <li>3. Public transport bottleneck.</li> <li>4. Large scale violation of Building Constructions in terms of Bye laws by the private builders and encroachment on public land coming up unauthorized colonies</li> <li>5. Acute shortage of Medical institutions of Govt. hospitals</li> </ol>	<ol style="list-style-type: none"> <li>1. Becoming fast growing to the eastern Delhi thus creating an atmosphere of out migration from Delhi and New Delhi</li> <li>2. Well linked with proposed Export Promotion Zones and traditional trade town on Road and rail network.</li> <li>3. A preferred residential alternative for all income groups people</li> <li>4. An important regional node of Uttar Pradesh in the NCR in terms of rail and road networks</li> <li>5. It has higher potential for new real estate development</li> <li>6. Opportunity of mixed use town centres</li> <li>7. Metro rail project coming up in the Kosmtri closed to ISBT Anand Vihar Delhi</li> </ol>	<ol style="list-style-type: none"> <li>1. NCR's are purchasing flats in bulk for speculation purpose.</li> <li>2. Acute parking problem due to highly personalized mode of transport being used.</li> <li>3. Due to existence of villages there is unplanned and undesired commercial squattering taking place threatening to environment and planned community.</li> </ol>
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<b>BAHADURGARH</b>	<ol style="list-style-type: none"> <li>1. Very close to Delhi.</li> <li>2. Public Transport is easily available upto Main Bus stand</li> <li>3. Cheap land rate</li> <li>4. Abundant unskilled man power</li> </ol>	<ol style="list-style-type: none"> <li>1. Erratic and poor power supply</li> <li>2. Inadequate educational facility</li> <li>3. No street lights</li> <li>4. No potable water Hospitals are far away.</li> </ol>	<ol style="list-style-type: none"> <li>1. Curbing migration Close to Delhi</li> <li>2. Setting up of industry in the town</li> <li>3. Cheapest land value as compare to other NCR Towns</li> <li>4. Metro train will make life easy and smooth.</li> <li>5. More and more Private builders have sprung up thus beautifying the tow</li> </ol>	<ol style="list-style-type: none"> <li>1. Very poor state of Law and Order</li> <li>2. Threat from slum dwellers and squatting in common</li> <li>3. Noise pollution Nuisance of open defecation</li> </ol>
<b>FARIDABAD</b>	<ol style="list-style-type: none"> <li>1. Close to Delhi</li> <li>2. Blue collar workers are in abundant and catering the state industries to boost production</li> <li>3. Lot of Engineering institutions.</li> <li>4. Small and medium scale of industries are in big numbers</li> <li>5. Rail network for transport of finished and semi finished goods are in abundant.</li> </ol>	<ol style="list-style-type: none"> <li>1. Sewerage disposal is very poor.</li> <li>2. Every area is constructed on low lying area</li> <li>3. Rain water disposal is very big problem.</li> <li>4. Industrial wastage is also problematic</li> <li>5. Transport (Plastic) in bottleneck</li> <li>6. Power problem</li> </ol>	<ol style="list-style-type: none"> <li>1. Attraction of MNC and global market hub.</li> <li>2. Trained man power is available</li> <li>3. Land is still available</li> <li>4. Subsidies are being given by the govt. to boost industrial development.</li> </ol>	<ol style="list-style-type: none"> <li>1. Poor Law and Order</li> <li>2. Labour strike &amp; strife lock out</li> <li>3. Threat of rain water gushing into houses during rainy days</li> <li>4. Industrial Pollution</li> <li>5. No medical facilities</li> <li>6. Evasion of exercise and octroi duty</li> <li>7. Very costly land</li> </ol>