



9. STRENGTH WEAKNESS OPPORTUNITY & THREATS

SWOT ANALYSIS

1. Strength

In order to assess the future development potential of Nashik City, strong points of Nashik city were observed as follows –

- Potential for Agro-based Industries like Wineries, Cold-storage, etc.
- National & State level Research & Training Institutes like...
 1. Artillery Center
 2. HAL
 3. Indian Security Press / Currency Note Press
 4. MERI / CDO
 5. Maharashtra Police Academy
 6. Yashwantrao Chavan Open University
 7. Maharashtra University of Health Sciences

- (i) Mumbai, Pune and Nashik are together referred as **Golden Triangle of Maharashtra** where pace of socio-economic development is very fast. Mumbai and Pune agglomeration having already reached a point of saturation the only alternative centre to experience tremendous development potential is Nashik, which is bound to emerge as New destination for entrepreneurs. Connectivity of Nashik with Mumbai, Pune is improving very fast.



- (ii) Nashik is a important pilgrimage center. Trimbakeshwar, Saptashrungi, Shirdi are the important other pilgrim centers around Nashik. Tourist prefer Nashik as a central place and plan visiting other places.
- (iii) Nashik has excellent climate and abundant of land at relatively cheap rates.
- (iv) Being headquarter of Revenue Division, it is an important centre of Administration.
- (v) Chavan Mukta Vidyapeeth, Arogya Vidyapeeth and Institution of higher learning in medicine and technology, enhance the importance of Nashik as a centre of education leading to availability of skilled manpower.
- (vi) Nashik has a cosmopolitan culture with good quality of life indicated through clubs, multiplexes and large departmental stores.
- (vii) Nashik has good Agricultural hinterland and particularly the district specializes in wineries in addition to vegetables and flowers. District supplies onion all over India. Quality of grapes of Nashik is world class. Recently it has started producing and marketing pepens and tomatos and strawberries all over India. Packaging and food processing industry is sizing in the district and the city itself.
- (viii) Nashik city has already attracted auto industries and it is flourishing. Mahindra and Mahindra has launched their new manufacturing unit and expanded the avenues of support industries. Crompton Greaves, WNA, VIP, ABB, MICO and big industries are also expanding in the city. Industrial areas in Sinner are also helping development of Nashik.



- (ix) Nashik has a strong urban local body, which always has a surplus budget and excellent credit rating.

2. Weaknesses

However, there are certain areas in which there is considerable scope for improvements and weaknesses and threats envisaged include

- (i) Highway connectivity with Mumbai and Pune needs to be further upgraded.
- (ii) I.T. and B.T. sectors are not much developed though there is excellent scope.
- (iii) Kumbh-mela brings very large influx of population on Parvani days which has been observed to be over three millions devotees, for which planning needs to be done in advance.
- (iv) Air connectivity of Nashik city needs to be improved.
- (v) Inadequacy of parking spaces and traffic management is necessary.
- (vi) Slum problem needs to be tackled with greater degree of attention.
- (vii) Inadequacy of underground drainage coverage.
- (viii) Lack of storm water drains.
- (ix) Need for improvement in water supply

3. Opportunities

- (i) Possibilities of utilization of skilled manpower.
- (ii) Scope for IT/BT sector.
- (iii) Up-gradation of highways on BOT basis.
- (iv) Scope for open market borrowing.
- (v) Scope for Agro based industries.
- (vi) New inputs from automobile sector.
- (vii) Scope for increasing educational facilities.
- (viii) Expanding religious tourism facilities.

4. Threats

- (i) Overgrowth of population due to migration.
- (ii) Inadequacy of infrastructure.
- (iii) Rising number of auto vehicles.

5. Key Developmental Issues for 2031

On the basis of analysis on the above counts it could be easily concluded that the emerging metropolitan city will reach **37.50 lakh** population by 2031 and results would inevitably be on following lines.

- (i) New Suburban and peripheral areas would be developed and present “no development agricultural zones” in the city will have be brought into “developable zones”.
- (ii) New work centers and Hierarchy of road network and new traffic corridors would emerge.
- (iii) Basic service infrastructure like water supply, sewerage storm water drains and solid waste management will have to be planned and developed.
- (iv) Basic social amenities at neighborhood levels will have to be planned in addition to city sub centers which will also have to be developed.
- (v) Special attention in planning and administration for the Urban poor and informal sector will have to be taken care of in an effective manner for which special programs and policies will have to adopted.