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Jaipur- from Pink city to a global phenomenon by Ankan

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Jaipur, known worldwide as the Pink city, is one of Indiaâ€™s fastest growing cities and an emergent name in the very competitive real-estate market. Jaipur is the capital city of the state of Rajastan and was founded on 18th November 1727 by Maharaja Sawai Jai Singh II. This formerly sleepy capital has an estimated 3.9 million residents and is fast emerging as a significant business center with all resources of a metropolitan city. Jaipur has the distinction of being one of the most thoughtfully planned cities of India and being a sustainable, self-dependent haven even though located in the semi-desert lands of the desert state of Rajastan.

With a boom in the Indian real-estate scene, Jaipur was largely ignored since the city did not have the traditional â€˜ingredientsâ€™ that would interest a MNC or other large organizations to set up shop here. However, the city was already a focal point of tourism and received record visits from International and local tourists. Attractions like the Palace quarter enclosing a sprawling palace complex (Hawa Mahal), formal gardens and a small lake, Nahargarh Fort- which was the residence of the King Sawai Jai Singh II, the observatory- Jantar Mantar (one of the World Heritage Sites) and a host of other attractions and structures elevate Jaipur to be a city drenched in its own history and thus immensely appealing to the wider tourist audience. Plus, the people here are told to be especially hospitable, the food- in a league of its own and the desert settings-almost perfect.

In the 2008 Conde Nast Traveler Readers Choice Survey, Jaipur was ranked the 7th best place to visit in Asia and in a similar poll it was ranked third amongst twelve major Indian cities. The city plays host to mega-events such as the Jaipur Jewelry Show and Jaipur Literature Festival that offers an opportunity for like minded people from across the world to congregate here thereby giving Jaipur a sauve and cosmopolitan image. The very elegant Sawai Mansingh Cricket stadium located here plays host to several international matches and is commented upon as one of the best such facility available in India.

Of course, all this attention on Jaipur would mean that it would finally catch the eye of the corporate sector and its transformation would be imminent. The infrastructural facilities of this city are developing at a rapid pace and in many surveys, surpass those of larger cities like Hyderabad, Delhi and Kolkata. The city is experiencing rapid expansion with new areas of the desert being reclaimed every year to be converted into residential and commercial spaces. Jaipur now boasts of International living standards with well planned suburbs, colonies, parks etc, maintained by the very efficient JDA (Jaipur Development Authority). The people of Jaipur experience an urban lifestyle through the various Malls, Multiplexes, MNC restaurants and eateries, galleries etc, with many more of such facilities in the pipeline.

Jaipur today is a far cry from its humble beginnings. The city has one of Indiaâ€™s best planned and maintained road network with multi-story flyovers and traffic lights with closed circuit cameras. The ultra modern Tech Park, built by the Mahindra Group is already operational and attracting a stream of IT related initiatives. The Jaipur International Airport is a beautiful and progressive complex that connects this city to the rest of the world. Soon, Jaipur will also be home to an International Convention Center, a world-class Golf course and a fully equipped film city along the Agra highway area.

Some other Infrastructural attractions of Jaipur include-

Reserve Bank of India and many other prominent International banks

Indiaâ€™s largest integrated IT SEZ- Mahindra World City

Development planned by Jurong Constructions Singapore spanning nearly 3,000 acres that has already attracted commitments from such companies as Infosys, TCS, Wipro, Tech Mahindra, ISYS BPO Services, Truworth and Deutsche Bank.

A proposed World Trade Park with its own luxury hotel, business halls and facilities for international brands to showcase their wares.

Sawai Mansingh Hospital, SDMH (Durlabhji Hospital) and Fortis Hospital are among the most famed hospitals of Jaipur.

Jaipur has been traditionally known for its marble and metal industries and is still a beacon in these areas. The cityâ€™s strong banking roots emerge from its wealthy and enterprising community of native bankers, particularly the Jain and the Marwaris. Jaipur has been ranked a commendable 31st amongst the 50 Emerging Global Outsourcing Cities. Segment leaders such as Infosys and Genpact have already established BPOs here that are running successfully and thus, generating more investment from their owners. Some of the major companies present here include- MICO, Coca Cola, IBM, Ericsson and Zuberi Engineering Company.

Truly, Jaipur is an emergent success story, a saga that is still very much in its initial stages and has a long long way to go. The city looks towards a strong future, secure in the fact that its Pink city status has transpired into solid gold.

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