

# VADODARA

ROYALTY OF YESTERDAY,  
SMART CITY OF TOMORROW

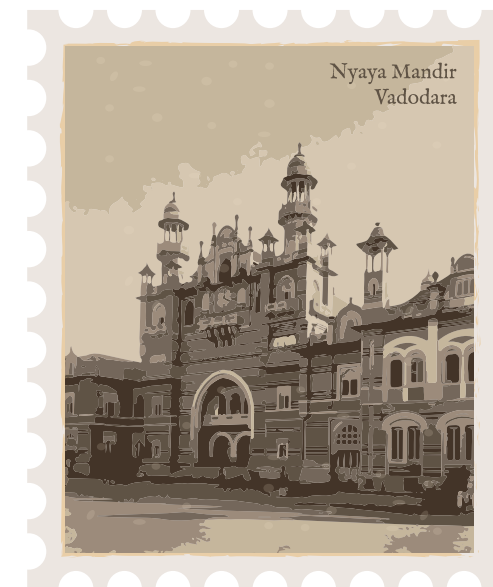
## PUTTING THE SMART IN SMART CITY

Vadodara has captured the interest of various big companies. While **L&T** has established "Knowledge City", **MasterCard** recently opened its tech hub here as well. In line with the 'Knowledge City' vision of the Confederation of Indian Industry, Vadodara is slowly but steadily becoming an IT hub in Gujarat, along with other development projects. All this has contributed majorly towards its selection in the "Smart City" project with investments of Rs. 2,010 Cr.



## LAW & ORDER

Constantly rated amongst the **safest cities in the country**, Vadodara offers a safe and comfortable environment, especially for women. This is evident during the Navratri festivities as well. Such awareness can be attributed to the high level of education in the city. Also, any sort of help is available 24x7 in the form of policemen on patrol to local citizens, thus making the streets safe.



## VADODARA:

### THE LAND OF OPPORTUNITIES

The first modern factory (**Alembic Pharmaceuticals**) was established in Vadodara in 1907, before companies such as **Sarabhai and Jyoti** came up. By 1962 there were 288 factories employing 27510 workers. Since then Vadodara has become home to industrial groups for many chemical and pharmaceutical companies, cotton textiles and machine tools.

With the establishment of **Gujarat Refinery** in 1962, Vadodara witnessed a sudden spurt in industrial activity. Various large-scale industries such as **Gujarat State Fertilisers & Chemicals**, **Indian Petrochemicals Corporation Limited** and **Gujarat Alkalies and Chemicals Limited** have come up in its vicinity as well. Other large-scale public sector units are Heavy Water Project and Gujarat Industries Power Company Limited.

In addition to these public sector enterprises, a number of other large-scale enterprises have come up in the private sector. These include **Alstom**, **Areva**, **Mahindra**, **Apollo Tyres**, **Thermax**, **Siemens** etc. Along with these, Vadodara is also taking big leaps in the Service Industry. Humming with this industrial activity, it has attracted entrepreneurs not only from Gujarat but also from all over India, converting it into a land of multiple opportunities.



## IT'S A MATTER OF EDUCATION

The one thing that is synonymous with Vadodara is education. The patronage of education started with Maharaja Sayajirao, and the city has built much further on the academic infrastructure established by him. The present educational foundation rests on over 20 public schools and over 100 private schools. Towering benevolently over all is the **Maharaja Sayajirao University**; the jewel in the Baroda crown, so to speak. It caters to over 30,000 students, with the aid of 13 faculties and 17 residential hostels, 4 of them for women students.



## THINGS YOU CANNOT

### AFFORD TO MISS

**Palaces. Monuments. Nature. Wildlife. History. Heritage.** Vadodara and its nearby places offer enough and more for leisurely excursions with friends and family. Some of the popular places in and around Vadodara include - **Laxmi Vilas Palace**, **Sayaji Gardens**, **Aurobindo Ashram**, **Champaner -Pavagadh Archaeological Park**, **Zarwani Water Fall**, **Ratanmahal Bear Sanctuary**, **Samot-Malsamot Eco Campsite** and **Kadia Dungar Caves**. Home to some of the most exemplary displays of architecture, Vadodara is a fitting memorial to Maratha leader Sayajirao Gaekwad III.

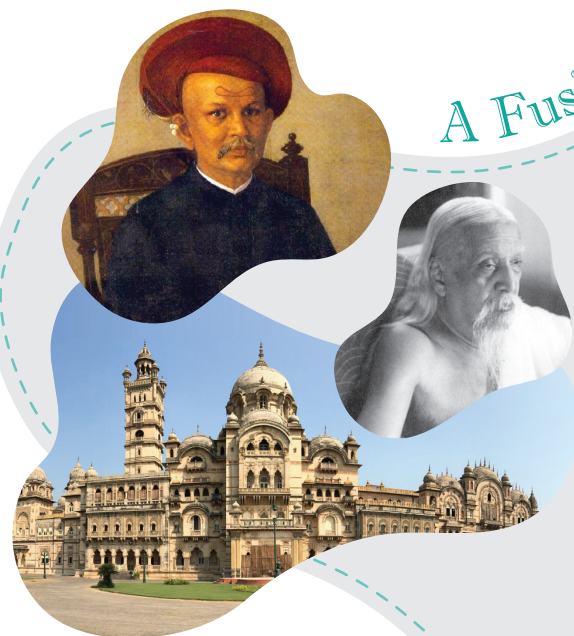
Vadodara is the perfect balance of a small yet fully equipped global city that offers opportunities, entertainment, education along with the promise of a fantastic life experience.



## A Fusion Of Cultures

The culture of the city of Vadodara is **nothing short of royal**. The city has been ruled by a lineage of Hindus, Pathans, Mughals and Marathas and today houses a diverse population speaking various languages such as Gujarati, Hindi, Marathi and English; to name a few. Under the enlightened rule of Maharaja Sayaji Rao Gaekwad, the city attracted intellectuals such as **Sri Aurobindo** (when he returned to India from UK), **Raja Ravi Verma** (who lived in Baroda under royal patronage and had a gallery built for him). These are just a handful among many more noted musicians and artists.

The outstanding trait about Vadodara's cultural life is that along with effusing royalty, it is also remarkably cosmopolitan. Be it the **nine days of Navratri** or the 'happening' **Vadfest** - Barodians of all communities and backgrounds come together to celebrate. The average Barodian is open to the world and has a temperament overflowing with hospitality. The people of Vadodara have not only hung on to the cultural heritage, but also embellish it as they exuberantly go on with their daily lives. In all of this, the sprawling and cosmopolitan MS University campus and the large number of local, national and foreign industries act as a catalysing and unifying force.



## EAT. HAVE FUN. REPEAT.

Be it multi-cuisine restaurants such as Azure, gourmet places like Kai Asia & La Quello, authentic Gujarati flavors at Sasumaa or the mouthwatering street food at the famous 'Ratri' bazaar, Vadodara provides endless options for food and leisure. Add to it the wide roads and excellent infrastructure, and you have the perfect avenue for leisurely evenings and pleasant night time drives.



## VADODARA



SAYAJIRAO III GAEKWAD,  
MAHARAJA OF BARODA, 1919

With its inclusion into the **Smart City** list, Vadodara (formerly known as Baroda) is now projected to become an 'innovative manufacturing hub' attracting investments from many MNCs and IT firms. Known for its university - particularly the faculty of Fine Arts, Engineering, English and Home Science - this city has been truly cosmopolitan, attracting people from across the country.

With over 40 nationalities of expatriates providing it a global flavor, Vadodara is one of the most popular cities in the state of Gujarat. Over **2000 years old**, it is located on the banks of the Vishwamitri River, named after the revered saint Vishwamitra. Peppered with a mix of ancient palaces and old markets along with modern shopping malls and gourmet restaurants, it truly offers the best of both worlds.

## SOME FUN FACTS

- Visit The **Tibetan Market** to buy woollens
- Go and watch the water level in **Vishwamitri River** every monsoon
- Take your relatives to **Ajwa Nimetha, Kamatibaug Museum** if they are visiting Baroda for the first time
- Never miss an opportunity to visit city area at the time of Ganesh Chaturthi
- Get fascinated by the new collection at Baroda Prints in Alkapuri
- Have fun at **Bhukkad Gali**, opposite Trident Complex
- Be sure to watch the **Dirt Bike Race at Akota stadium**
- Well don't get confused when someone asks you which leg of Kalaghoda is risen, left or right.

DEEPAK

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## HOW TO GET HERE

Vadodara lies 106km southeast of Ahmedabad, little over an hour's drive along National Expressway 1. To have a comfortable journey, you can choose airways as a means of transport. The airport is located at a distance of 6.2 km from the city. You don't need to worry about how to reach Vadodara as regular flights to Vadodara are easily available from metro cities like Delhi and Mumbai.



- INDUSTRIES
- RESTAURANTS
- TOURIST PLACES