Ruby on Rails, often referred to simply as Rails, is a robust and developer-friendly open-source web application framework written in the Ruby programming language. Created by David Heinemeier Hansson, Rails follows the Model-View-Controller (MVC) architectural pattern, emphasizing convention over configuration and promoting the use of best practices for building scalable and maintainable web applications. One of its key strengths lies in its elegant syntax and the "DRY" (Don't Repeat Yourself) principle, which enhances productivity by reducing redundancy in code. Rails comes bundled with a variety of built-in tools and libraries that streamline common tasks, such as database management, routing, and form handling. Its active and supportive community, along with a wealth of plugins and gems, further contributes to its popularity among developers. Ruby on Rails empowers developers to create feature-rich, efficient, and scalable web applications with a strong focus on simplicity and ease of use.