



# Gujarat Technological University

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## GTU School of Management Studies

### Report on “Industrial Visit at TOPS Technology Pvt. Ltd.”

- 1. Title of Event :** Industrial Visit to “TOPS Technology Pvt. Ltd.”
- 2. Type of Event:** Industrial Visit
- 3. Date, Time and Venue of the Event :**  
Date : 26th February, 2026  
Time : 11:00 AM onwards  
Venue : TOPS Technologies, TOPS House, 2, Chimanlal Girdharlal Road, Ellisbridge, Ahmedabad, Gujarat
- 4. Description of Event:**  
An industrial visit to TOPS Technologies was organized for the students with the objective of providing practical exposure to the corporate world and enhancing their understanding of emerging industry practices, particularly in the field of digital marketing and IT services. The visit began with an introductory session conducted by company representatives, where students were familiarized with the organization’s background, services, and business operations. The experts delivered an insightful session on digital marketing trends, explaining how modern businesses leverage digital platforms to promote their products and services. Students were introduced to key concepts such as Search Engine Optimization (SEO), Social Media Marketing, and various digital strategies used by leading companies to improve online visibility and customer engagement. The session also highlighted freelance opportunities and skill development avenues for students in the digital domain. Furthermore, students gained exposure to the Software Development Life Cycle (SDLC), including stages such as requirement analysis, designing, implementation, and testing. This helped them understand the structured approach followed in IT project development. The visit also included a tour of the organization, where students observed



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the professional work environment and operational processes. This practical exposure helped bridge the gap between theoretical knowledge and real-world application.

The experts also guided students on **emerging career opportunities** in the IT and digital marketing sectors. They discussed various skill sets required to succeed in the industry, such as analytical thinking, technical proficiency, creativity, and adaptability. Students were encouraged to explore freelancing platforms and develop digital skills that can help them earn while learning.

Following the interactive sessions, students were taken on a guided tour of the organization, where they observed the professional work environment, team collaboration, and workflow processes. This exposure allowed students to gain insights into corporate culture, workplace ethics, and the practical implementation of theoretical concepts learned in classrooms.

Overall, the industrial visit proved to be highly enriching and insightful. It not only enhanced students' technical and managerial understanding but also motivated them to align their academic learning with industry expectations. The experience played a significant role in developing students' awareness of modern business practices and preparing them for future professional challenges.

## 5. Number of Participants:

A total of 60 students from BBA Semester 2 participated in the industrial visit to TOPS Technologies.

## 6. Feedback on the Event:

I) The industrial visit to TOPS Technologies was highly informative and well-organized. The introductory session provided a clear understanding of the company's operations and industry relevance.

II) The expert lecture on digital marketing was particularly beneficial, as it enhanced students' knowledge of current trends and practical applications in the marketing field.

III) The exposure to SEO, social media strategies, and freelancing opportunities motivated students to explore new career paths and develop industry-relevant skills.

IV) The visit to the workplace environment helped students understand professional culture, teamwork, and operational efficiency in an IT organization.



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V) Overall, the visit was interactive, educational, and valuable for students' academic and professional growth. Students expressed interest in participating in more such industrial visits in the future.

## 7. Media Coverage of the Event:





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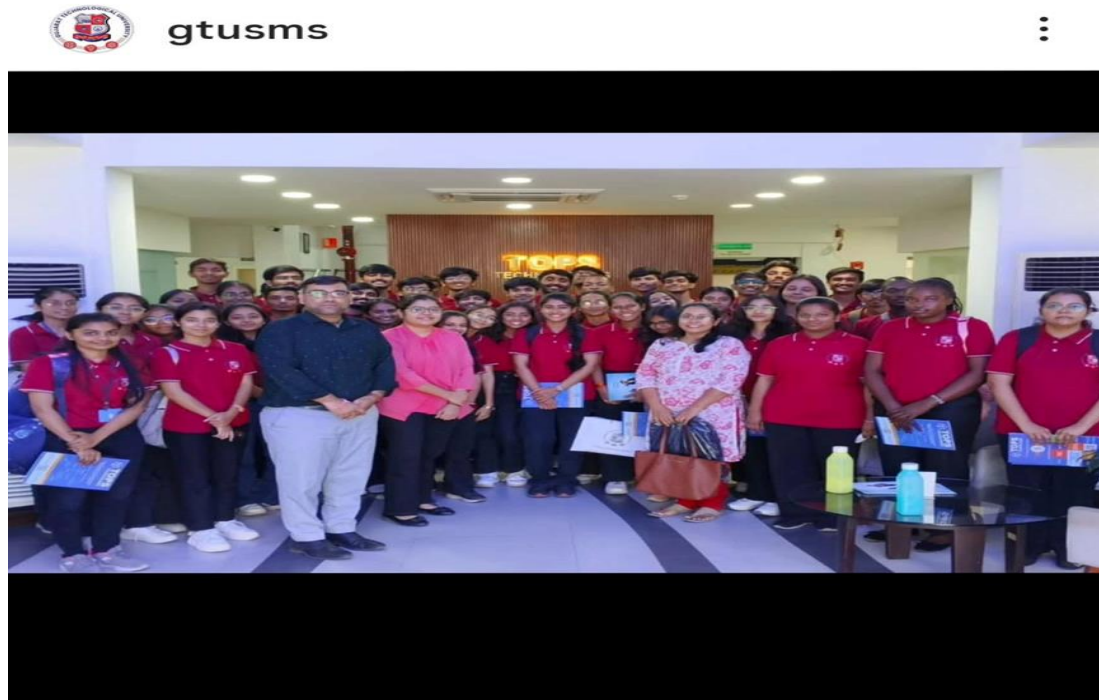




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## 8. Social Media Post:



172 7

Liked by [tirthraj\\_.ahir](#) and others  
**gtusms** Grateful for the opportunity to visit TOPS Technologies and gain valuable ins... more  
6 days ago

### Report Prepared by:

Ms. Medha Vyas, Assistant Professor, GSMS