



TEP Talk Readership Report

(January edition)

30th January, 2019



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INTRODUCTION

Technology Entrepreneurship Programme (TEP) is a one-year programme offered by the Indian School of Business, and is tailored specifically to build entrepreneurial orientation among young engineering students, to enable them to make the best of knowledge resources. The idea is to imbibe “business” skills to engineering college students and orient them towards entrepreneurship by imbibing “soft” business skills. The initiative also inculcates hard business skills to create and manage new ventures using design thinking and practical tools for translating engineering to commercial products.

TEP TALK

TEP Talk is the official newsletter of the Technology Entrepreneurship Programme (TEP) shared on a bi-monthly (once in two months) basis. The objective of the newsletter is to engage with the college SPOCs, students, industry experts and the donors. This newsletter will also be a forum to showcase TEP and accredit the performing participants across the students and the SPOC community.

DETAILS OF THE PARTICIPANTS

This newsletter was shared with the Government partners: APITA and TASK; all college SPOCs; the enrolled students of the 2014-16, 2015-17, 2016-18, 2017-19 batches; and the shortlisted applicants for fee payment of the 2019-20 batch (TEP 2.0).

READERSHIP REPORT

This newsletter was shared with the aforementioned stakeholders on the January 9th, 2019 and the readership statistics as of 30th January, 2019 are as follows:

College SPOCs

The newsletter was sent to 62 colleges across Andhra Pradesh and Telangana states. It was sent to 79 college SPOCs.

Mailing list	Total recipients	Successful deliveries	Times forwarded	Recipients who opened	Total opens	Recipients who clicked	Total clicks	Total unsubscribes
College SPOCs	79	79	0	44 (55.7%)	86	6 (7.6%)	38	0

Insights:

- From Telangana enrolled colleges, all colleges except for **KITS, Warangal; S R Engineering College; and Marri Laxman Reddy Institute of Technology And Management**, have opened the newsletter.
- From Andhra Pradesh enrolled colleges, all colleges except for **Vignan's Institute of Information Technology**, have opened the newsletter.

TEP 2014-16 batch enrolled students

The newsletter was sent to the enrolled students of the inaugural TEP batch of 2014-16.

Mailin g list	Total recip ients	Succes sful deliveri es	Total bounc es	Times forward ed	Forwar ded opens	Recipient s who opened	Total opens	Recipient s who clicked	Total clicks	Total unsubscribes
2014- 16 Batch TEP stude nts	594	590	4 (0.7%)	0	0	193 (32.7%)	237	20 (3.4%)	28	1

TEP 2015-17 batch enrolled students

The newsletter was sent to the enrolled students of the TEP batch of 2015-17.

Mailin g list	Total recip ients	Succes sful deliveri es	Total bounc es	Times forward ed	Forwar ded opens	Recipient s who opened	Total opens	Recipient s who clicked	Total clicks	Total unsubscribes
2015- 17 Batch TEP stude nts	691	685	6 (0.9%)	0	0	232 (33.9%)	304	32 (4.7%)	46	1

TEP 2016-18 batch enrolled students

The newsletter was sent to the enrolled students of the TEP batch of 2016-18.

Mailin g list	Total recip ients	Succes sful deliveri es	Total bounc es	Times forward ed	Forwar ded opens	Recipient s who opened	Total opens	Recipient s who clicked	Total clicks	Total unsubscribes
2016- 18 Batch TEP stude nts	980	968	12 (1.2%)	0	0	425 (43.9%)	572	54 (5.6%)	75	3

TEP 2017-19 batch enrolled students

The newsletter was sent to the enrolled students of the TEP batch of 2017-19.

Mailing list	Total recipients	Successful deliveries	Total bounces	Times forwarded	Forwarded opens	Recipients who opened	Total opens	Recipients who clicked	Total clicks	Total unsubscribes
2017-19 Batch TEP students	694	694	0	0	0	318 (45.8%)	459	90 (12.97%)	196	0

TEP 2019-20 batch (TEP 2.0) shortlisted applicants for fee payment

Mailing list	Total recipients	Successful deliveries	Total bounces	Times forwarded	Forwarded opens	Recipients who opened	Total opens	Recipients who clicked	Total clicks	Total unsubscribes
TEP 2.0_2019-20 Batch TEP shortlisted applicants for fee payment	776	772	4 (0.52%)	0	0	485 (62.5%)	870	179 (23.07%)	306	1

Insights:

- The newsletter was opened by 349 students from the enrolled 482 students.
- The newsletter was not opened by 133 enrolled students.