



TEP Talk Readership Report

18th March 2019

About TEP

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.

Our Goal

- Foster entrepreneurial mindset in engineering students
- Link entrepreneurial and innovative behaviour to education and career pathways
- Mentor and support students to launch their own ventures
- Provide an environment experience for engineering students to create investable technology-based startups.

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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 basis. The objective of the newsletter is to engage with the college SPOCs, students and the donors. This newsletter will also be a forum to showcase TEP and accredit the active participants across the students and the SPOC community.

DETAILS OF THE PARTICIPANTS

This newsletter was shared with all the college SPOCs across the Telangana state on 28th February, 2019.

READERSHIP REPORT

This newsletter was shared with the stakeholders on the February 28th, 2019 and the readership statistics as of 11th March 2019 (i.e. after 12 days of its release) are as follows:

College SPOCs: Telangana

The newsletter was sent to 42 colleges across the Telangana state. It was sent to 54 college SPOCs.

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
Colleg e SPOC s	54	54	0	0	0	28 (51.85%)	40	8 (14.81%)	17	0

Insights:

- From Telangana enrolled colleges, all colleges except for **Mahindra Ecole Centrale, Hyderabad** and **S R Engineering College, Kodad**, 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	591	590	1 (0.2%)	0	0	220 (37.3%)	281	29 (4.9%)	47	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	687	685	2 (0.3%)	0	0	238 (34.7%)	304	26 (3.8%)	49	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	968	965	3 (0.3%)	0	0	385 (39.9%)	493	44 (4.6%)	61	1

TEP 2017-19 batch enrolled students

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

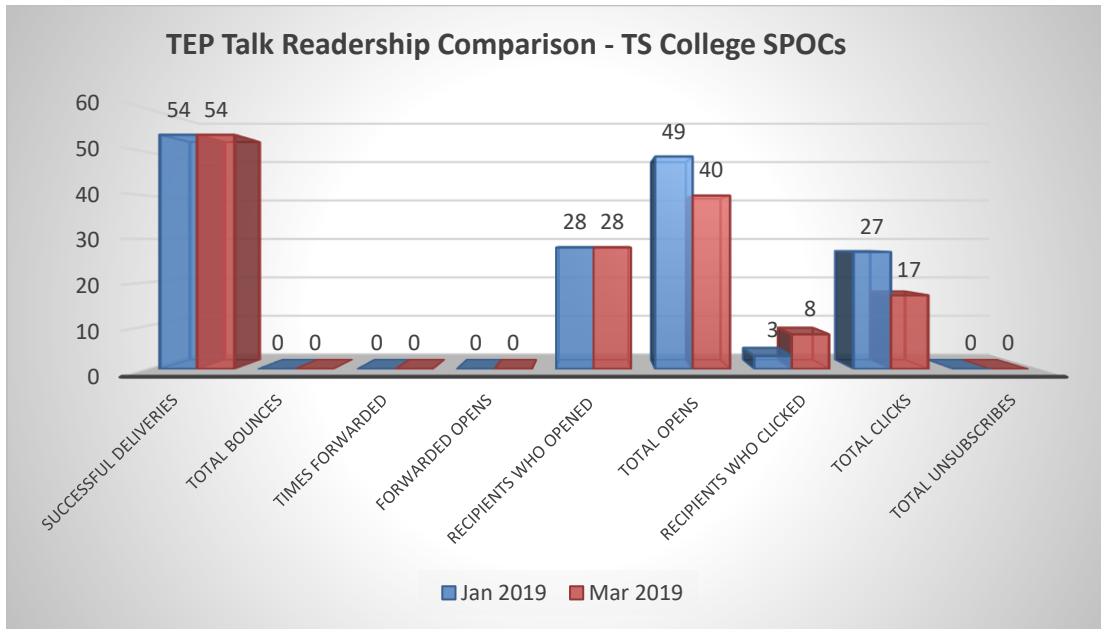
Mailing list	Total recipients	Successful deliveries	Total bounces	Times forwarded	Forwarded opens	Recipients who opened	Total opens	Recipients who clicked	Total clicks	Total unsubscribes
2017-19 Batch TEP students	694	694	0	0	0	319 (45.97%)	579	131 (18.88%)	369	0

TEP 2019-20 batch (TEP 2.0) enrolled students

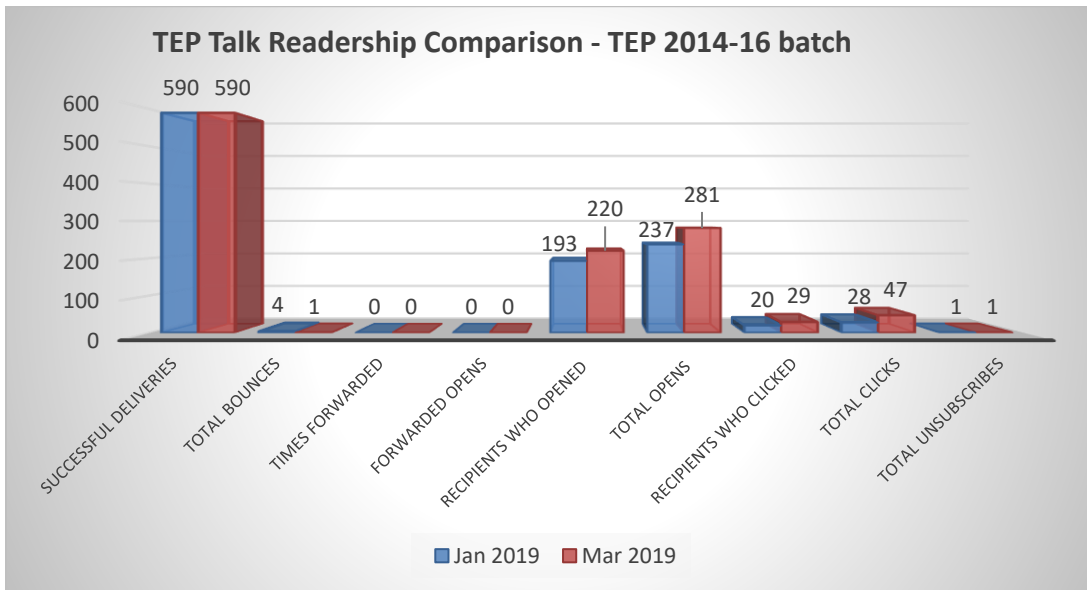
Mailing list	Total recipients	Successful deliveries	Total bounces	Times forwarded	Forwarded opens	Recipients who opened	Total opens	Recipients who clicked	Total clicks	Total unsubscribes
TEP 2019-20 Batch TEP students	529	529	0	0	0	229 (43.29%)	383	52 (9.83%)	154	0

READERSHIP COMPARISON

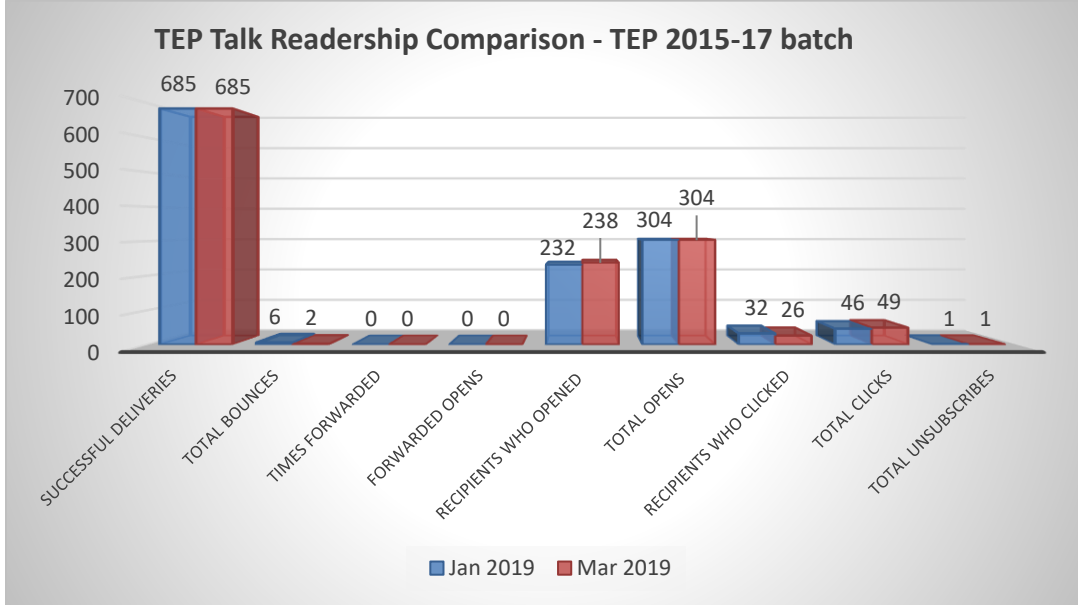
College SPOCs: TS



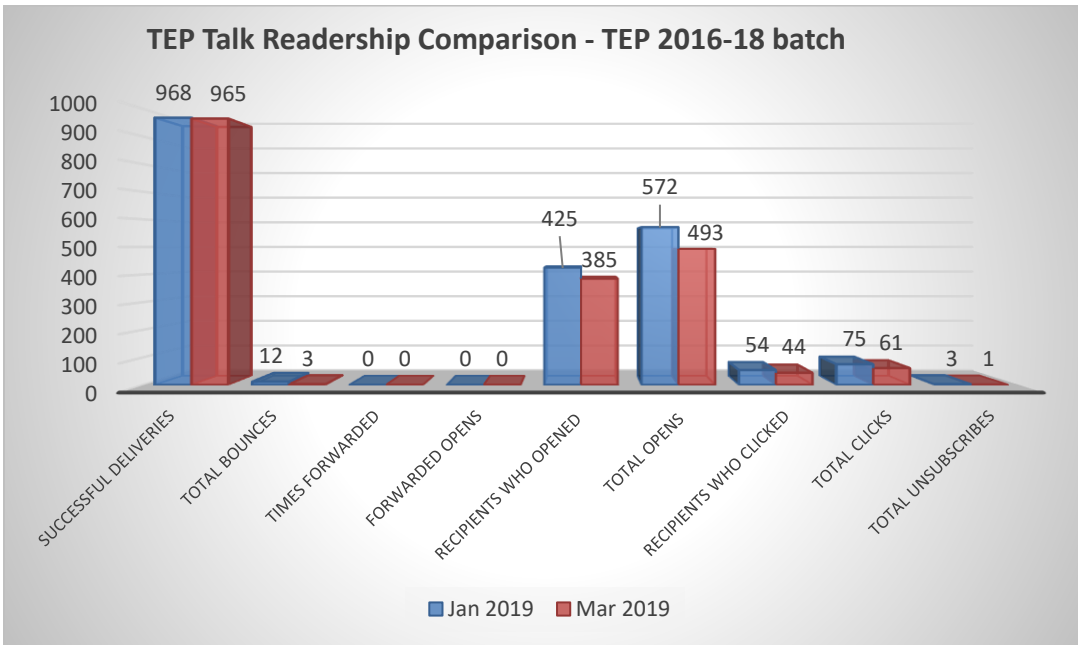
TEP 2014-16 batch



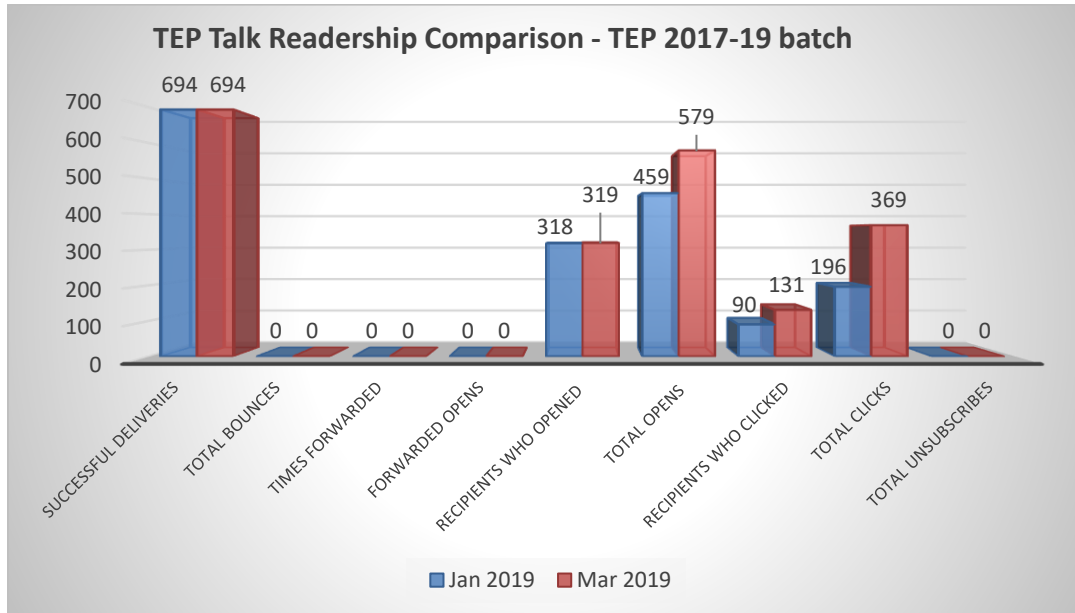
TEP 2015-17 batch



TEP 2016-18 batch



TEP 2017-19 batch



The readership report for TEP 19—20 is not shared because the earlier edition had all applied and this data has only enrolled. We will be including that report from next edition (May edition onwards)

HIGHLIGHTS

The March TEP Talk articulates several interesting highlights:

1. We have introduced the government partner's talk and that is going to be a regular feature on the newsletter.
2. It is also interesting to note that some SPOCs continue to hold tight their position in the Champion SPOCs.
3. The TEP 17-19 best teams, incidentally, won the best teams during the B plan workshop conducted in ISB on 9th and 10th March.
4. The readership for TEP 2.0 has declined from **62.5% to 43.3%** and we would urge every SPOC to take this up seriously.
5. We introduced secondary articles in the March Edition with an intention to apprise students on the wide spectrum of new ideas and innovations in the start-up ecosystem. We would request the SPOCs to encourage the students to read the articles as this will enhance their business and creative astuteness.

We will be releasing the next edition of the TEP Talk in the month of May. And we would love your inputs and suggestions so that we can keep improvising the same.