

KPR Foundation for Innovation and Social Empowerment

(KPRISE)

Supported by T-Hub & WE Hub | Government of Telangana

INSTITUTIONAL STRATEGY TO SUPPORT INNOVATION AND ENTREPRENEURSHIP

From Idea to Support — A Practical Institutional Approach

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Aligned with: NISP 2019 | AICTE Innovation & Entrepreneurship Guidelines | JNTUH Regulations | Startup India

Executive Summary

The KPR Foundation for Innovation and Social Empowerment (KPRISE) is a Section 8 non-profit institution established under the Companies Act, 2013, and formally supported by T-Hub and WE Hub — both flagship innovation enablers of the Government of Telangana. KPRISE has developed an Institutional Strategy for Innovation and Entrepreneurship (I&E) that seeks to encourage students to explore entrepreneurship alongside their academic journey.

This document describes KPRISE's institutional intent, the practical support structures currently in place, the partnerships that extend that support, and the academic framework within which student entrepreneurs can operate. The strategy is honest in scope: KPRISE is a growing institution that is committed to building an entrepreneurial culture step by step, rather than one that makes commitments it cannot sustain.

The central belief driving this strategy is straightforward — students should be encouraged to think beyond securing a job, to explore ideas, and to consider building something of their own. KPRISE will walk with students on that journey to the extent of its capacity, and will continue to build that capacity over time.

Institutional Position

KPRISE recognizes that creating an entrepreneurial culture takes time and consistent effort. Our approach is to provide genuine, practical support — a co-working space, guidance from mentors, connections to T-Hub and WE Hub, and assistance with initial costs where management approves — rather than to over-promise outcomes. We are a facilitating institution, not a funding agency.

1. Institutional Context and Intent

1.1. Why Innovation and Entrepreneurship?

AICTE's National Innovation and Startup Policy (NISP 2019) places a clear expectation on affiliated institutions to create enabling environments for student innovation and entrepreneurship. KPRISE takes this expectation seriously — not as a compliance requirement, but as a genuine reflection of what education should accomplish.

India's growing startup ecosystem, the increasing accessibility of technology, and the real-world problems that students are exposed to every day create a natural opportunity for campus-level entrepreneurship. KPRISE's role is to lower the barriers that prevent students from acting on good ideas: barriers of awareness, access, academic flexibility, and initial cost.

1.2. The 'Beyond the Job' Orientation

KPRISE's management holds a firm view that institutions which only prepare students for employment are doing their students a disservice. This does not mean discouraging employment — it means ensuring that every student is also aware of, and has a pathway toward, entrepreneurship as a genuine career choice.

This orientation is reflected in how the institution organizes awareness activities, how it communicates with students about their futures, and how it has structured its formal support mechanisms. It is a cultural shift as much as a policy one, and KPRISE is in the process of building it deliberately and consistently.

2. Strategic Approach — What KPRISE Actually Does

KPRISE's I&E strategy is built on three practical commitments that are within the institution's current capacity:

Commitment	What It Means in Practice
Support ideas from the start	Students with an idea can approach KPRISE for guidance, co-working space, and mentoring without waiting to have a finished product or business plan.
Connect students to the ecosystem	Through the T-Hub and WE Hub tie-ups, KPRISE can introduce students to a wider network of mentors, programs, and potential funding sources that are beyond what KPRISE itself can provide.
Remove initial financial friction	Management supports deserving student startups with assistance toward initial costs such as entity registration, subject to approval on a case-by-case basis.

These three commitments are actionable, honest, and sustainable. They are supported by the formal policy framework described in the KPRISE Student Startup Policy (KPRISE/SSP/2025/01) and the Incubation Operating Manual (KPRISE/IOM/2025/01).

3. Governance and Responsibility

3.1. Who Is Responsible for I&E at KPRISE?

KPRISE has designated responsibility for its I&E activities within its management structure. The following roles carry day-to-day responsibility for the strategy:

Role	Responsibility
KPRISE Management / Governing Board	Strategic direction; financial approvals for seed support and registration assistance; external partnership oversight.
Designated I&E Coordinator / Incubation Manager	Day-to-day management of incubation activities, student onboarding, mentor coordination, and review processes.
Faculty Mentors (per affiliated institution)	Academic liaison for student startups; endorsement for attendance relaxation and credit transfer; guidance on JNTUH compliance.
Student Entrepreneur Committee (where constituted)	Peer-to-peer engagement, event coordination, and communication between student entrepreneurs and KPRISE management.

KPRISE does not currently operate a separate dedicated Chief Innovation Officer role. The I&E function is managed within the existing leadership structure, with clear lines of accountability to the KPRISE Management Board.

3.2. Institutional Innovation Council (IIC)

In alignment with MoE's Innovation Cell (MIC) mandate, KPRISE has constituted or is in the process of constituting an Institutional Innovation Council (IIC). The IIC provides oversight for I&E activities, tracks performance against AICTE and NISP requirements, and ensures the institution participates in national programs such as the Smart India Hackathon (SIH) and YUKTI.

4. The Student Journey — From Idea to Support

KPRISE has mapped a practical pathway that a student with an idea can follow within the institution. This is not a guaranteed pipeline to commercial success — it is a support structure that increases the probability of a student being able to pursue their idea seriously.

Stage	What a Student Gets	What Is Expected of the Student
Awareness & Ideation	Orientation on entrepreneurship pathways; access to workshop events; faculty guidance; introduction to KPRISE programs.	Openness to exploring ideas; willingness to participate in activities.
Pre-Incubation (Idea Validation)	Co-working space access; assigned faculty mentor; guidance on feasibility; introduction to KPRISE's T-Hub and WE Hub contacts; assistance with entity registration costs where management approves.	Regular progress updates; active engagement with mentors; commitment to idea development.
Incubation (Building the Product/Service)	Continued workspace access; structured mentoring; facilitation of connections to T-Hub and WE Hub programs; support in applying for government grants and schemes.	Meeting review milestones; maintaining academic obligations (with approved relaxations); participation in KPRISE review sessions.
Graduation / Exit	Alumni network connection; referral to external accelerators or investors where relevant; continued informal guidance.	Settling any institutional obligations; sharing of outcomes for institutional learning.

Note: The durations for each stage are flexible and are determined in consultation with the student and the KPRISE management team, in alignment with the KPRISE Incubation Operating Manual.

5. Strategic Partnerships — T-Hub and WE Hub

KPRISE's formal partnerships with T-Hub and WE Hub are the most significant elements of its I&E support infrastructure that extend beyond what the institution can provide on its own. These partnerships provide students with access to a national-grade ecosystem without KPRISE needing to replicate it internally.

5.1. T-Hub

T-Hub is a public-private partnership established by the Government of Telangana in collaboration with IIIT Hyderabad, the Indian School of Business (ISB), and NALSAR University. It is one of India's largest and most recognized startup incubation platforms.

Through KPRISE's tie-up with T-Hub, student startups at the incubation stage can be introduced to T-Hub's programs and network. This includes access to T-Hub's mentor network, its corporate connections, and its grant facilitation programs such as the Student Innovation and Startup Fund (SISF). KPRISE facilitates introductions and supports applications — but outcomes depend on T-Hub's own selection criteria, which KPRISE does not control.

5.2. WE Hub

WE Hub is the Government of Telangana's dedicated platform for women entrepreneurs. KPRISE's WE Hub partnership is particularly relevant for women student founders, providing access to WE Hub's Campuspreneur program, women-focused mentoring, and events.

As with T-Hub, KPRISE's role is to facilitate access and support applications — not to guarantee outcomes from WE Hub's programs.

5.3. Other Facilitated Schemes

KPRISE assists students in understanding and applying to the following government programs. KPRISE provides guidance and application support; it does not guarantee that any student will receive funding from these schemes, as selection is at the sole discretion of the respective government bodies:

- DPIIT Startup India Recognition — for tax benefits and startup certification.
- DST NIDHI PRAYAS — pre-incubation grant support (up to INR 10 Lakhs, per DST criteria).
- AICTE Research & Innovation Grants — for students from AICTE-affiliated institutions.
- T-Spark / T-Fund (Telangana) — state-level early-stage grants for tech startups.

6. Financial Support — Honest Scope

KPRISE's management has made a genuine commitment to assist student entrepreneurs with the early financial friction that often prevents good ideas from being taken forward. This support is intentionally modest and targeted — it is not a grant program, and KPRISE is not a funding institution.

6.1. What Management Supports

Type of Support	Scope	How It Is Accessed
Entity Registration Assistance	KPRISE management will support the cost of formal entity registration (LLP, OPC, or Pvt. Ltd.) for student startups that are ready to incorporate and have been formally admitted to KPRISE's incubation program.	Student must be an active KPRISE incubatee; submit a formal request with management approval.
Initial Seed Support	For pre-incubatee teams that demonstrate a credible idea and active progress, KPRISE management may provide a small amount of working capital support to cover early prototyping or validation costs. This is decided case by case and is not guaranteed.	Submit a brief proposal to the KPRISE incubation team; evaluated by management. Quantum and terms determined at management's discretion.
DPIIT / Startup India Application Support	KPRISE will cover the administrative and advisory cost of supporting a student startup's Startup India recognition application.	Available to all active KPRISE incubates.

Important Clarification on Financial Support

KPRISE's financial support is intended to help a student get started — not to fund a business. Registration costs, a prototype, a domain name, or initial materials are the kinds of expenses KPRISE can assist with. Ongoing operational costs, salaries, or large capital purchases are outside the scope of institutional support and should be pursued through government schemes, angel investment, or external incubators (which KPRISE will help students connect to).

6.2. Innovation Budget

KPRISE allocates a dedicated, management-approved budget to its I&E activities each year. This budget covers the operation of the incubation space, faculty mentor time, events, and the registration and seed support described above. The budget is reviewed and approved annually by the KPRISE Management Board, and amounts are not publicly committed in advance as they are subject to institutional financial conditions.

KPRISE is also in compliance with the NISP 2019 recommendation that institutions allocate a minimum of 1% of their budget toward Innovation and Entrepreneurship — this is an institutional target that is tracked and reported.

7. Academic Support for Student Entrepreneurs

KPRISE ensures that students who are actively pursuing their startup do not face unnecessary academic penalties for doing so, within the framework set by AICTE and JNTUH:

Academic Provision	What It Means	Regulatory Basis
Attendance Relaxation	Students actively incubated at KPRISE may apply for up to 20% attendance relaxation above JNTUH's standard minimum of 75%, bringing the effective minimum to 55%. This requires endorsement from the Faculty Mentor and approval from the institution's academic department.	AICTE Student Entrepreneur Guidelines, 2019
Project / Internship Substitution	Students may substitute their startup activity for a mini project, major project, or mandatory internship, provided the work is relevant to their field of study and approved by a joint KPRISE-institutional committee, in accordance with JNTUH norms.	NISP 2019; JNTUH Approval Required
Academic Credit Transfer	Students may earn credits for entrepreneurial activities such as IP filing, company registration, or startup-related project work, as evaluated by the institution in consultation with KPRISE.	NISP 2019; JNTUH Institutional Process
Semester / Year Break	Students may apply for a semester or academic year break to focus on their startup full time, retaining academic standing and re-admission rights on return, subject to JNTUH approval and institutional endorsement.	JNTUH Regulations; NISP 2019

All academic relaxations require formal application, documentation, and institutional approval. KPRISE assists students in preparing the required documentation but does not guarantee approval, as final authority rests with the academic institution and JNTUH.

8. Infrastructure and Facilities

KPRISE provides a set of basic facilities to support incubated students. These are practical resources intended to give students a professional environment to work in — they are not a comprehensive research or fabrication infrastructure.

Facility	What Is Available
Co-working Space	Shared desk space, seating, and a working environment separate from classrooms, with access to internet and basic office amenities during standard operating hours.
Meeting Rooms	Access to a meeting room or conference space for team discussions, mentor meetings, and presentations, subject to availability and advance booking.
Official Registered Address	KPRISE's address is available for use by incubated student startups for company registration and official correspondence.
Basic Prototyping Support	For software-focused startups, KPRISE can assist with access to development tools and resources. For hardware ventures, KPRISE will help connect students to T-Hub or other facilities where appropriate equipment is available.

KPRISE does not currently operate a dedicated Fabrication Lab or Design Thinking Studio. Students who require specialized hardware prototyping equipment will be supported in accessing T-Hub's facilities or other appropriate external labs through KPRISE's network.

9. Mentorship and Guidance

9.1. Faculty Mentors

Every student startup admitted to KPRISE is assigned a Faculty Mentor from the affiliated institution. The Faculty Mentor is the primary point of guidance for the student, serving as the bridge between the startup and the academic institution. Their responsibilities include:

- Providing academic guidance and ensuring the student's work is aligned with their field of study where credit transfer is being sought.
- Endorsing applications for attendance relaxation, project substitution, and semester breaks.
- Attending periodic review meetings and contributing to the student's progress assessment.

9.2. Industry and External Mentors

Through KPRISE's T-Hub connection and its own network, KPRISE will endeavour to connect student startups with at least one external mentor with relevant domain expertise. The availability of specific mentors cannot be guaranteed and depends on the mentor pool accessible at the time of incubation.

9.3. Guidance Limitations

KPRISE is transparent that it is not in a position to offer a formal three-tier mentorship structure with dedicated investor mentors at this stage. What KPRISE can offer is consistent faculty support, best-effort connections to industry mentors, and introductions to T-Hub's and WE Hub's mentor networks for startups that reach the incubation stage.

10. Awareness, Events, and Activities

KPRISE maintains a calendar of I&E activities aimed at building awareness, skills, and connections within the student community. The activities planned on an annual basis include:

Activity	Purpose	Frequency
Startup Orientation for New Students	Introduce all incoming students to the concept of entrepreneurship, KPRISE's incubation pathway, and the T-Hub/WE Hub ecosystem.	Annual (beginning of academic year)
Ideation / Hackathon Event	An open campus challenge where students present ideas and form teams around real-world problems.	At least once per academic year
Entrepreneurship Speaker Session	Guest lectures from alumni entrepreneurs, T-Hub-connected founders, or industry professionals who have built ventures.	2–3 sessions per year
Workshop on Legal & Registration Basics	Practical session covering company formation, DPIIT Startup India recognition, and basic IP awareness.	Once per year
Internal Pitch / Demo Day	An in-house presentation event for active incubatees to share progress with mentors and KPRISE management.	Once per year (or semester-end)

This is a realistic and deliverable calendar. KPRISE will seek to enhance this calendar over time as resources and partnerships allow, including through co-organized events with T-Hub and WE Hub. However, the institution will only schedule events it has the capacity to execute well.

11. Monitoring and Review

KPRISE monitors its I&E activities through a straightforward and practical review process. The goal is not to generate reports for their own sake, but to ensure that students are getting useful support and that the institution is learning from each cohort.

Review Type	Frequency	Purpose
Student Startup Progress Review	Monthly (pre-incubation); bi-monthly (incubation)	Track idea development; identify bottlenecks; provide guidance.
Annual IIC Activity Review	Annual	Assess KPRISE's overall I&E performance against ARIIA indicators; plan next year's activities.
Academic Compliance Check	Semester-wise	Verify that students availing academic relaxations are meeting their obligations and the Faculty Mentor is satisfied.

11.1. What KPRISE Tracks (Without Over-Committing to Targets)

KPRISE will track the following indicators over time to assess whether its I&E strategy is having a genuine impact. These are directional measures, not annual targets that the institution is committing to:

- Number of students who approach KPRISE with ideas each year.
- Number of students admitted to pre-incubation and incubation.
- Number of student entities formally registered with KPRISE's support.
- Number of government grant applications facilitated.
- Number of mentoring sessions conducted.
- Feedback from student entrepreneurs on the usefulness of KPRISE's support.

KPRISE does not publish hard numerical targets for startup formation, funding raised, or jobs created at this stage. Such targets can create perverse incentives — selecting startups based on what looks good in a report rather than what genuinely needs support. The institution will report actual outcomes honestly.

12. Alignment with AICTE, NISP 2019, and JNTUH

The following table maps KPRISE's current implementation against the key requirements of NISP 2019 and AICTE guidelines:

Requirement	NISP 2019 / AICTE Expectation	KPRISE Status
I&E Policy	Institutions must have a documented policy	Documented — Student Startup Policy (KPRISE/SSP/2025/01) and this Strategy Document
Governance	Appoint responsible person/body for I&E	Designated I&E Coordinator and IIC constituted (or in process)
Budget Allocation	Minimum 1% of institutional budget for I&E	Institutional target; tracked annually by management
Academic Flexibility	Attendance relaxation, credit transfer, semester break	Implemented per AICTE guidelines and JNTUH regulations
IP Framework	Clear IP ownership norms	Documented in Student Startup Policy
Pre-incubation Support	Idea-stage support for students	Provided through KPRISE's pre-incubation program
Ecosystem Links	Partnerships with incubators, industry	T-Hub and WE Hub formal tie-ups in place
Student Incentives	Financial and academic support	Registration cost support, seed assistance (case-by-case), academic relaxations
IIC / National Programs	Participate in SIH, YUKTI, ARIIA	IIC active; institutional SIH participation facilitated

13. Roadmap — Where KPRISE Is Going

KPRISE is building its I&E capability progressively. The roadmap below is realistic and grounded in what the institution can plan for with reasonable confidence:

13.1. Near-Term (Year 1–2)

1. Formalize the IIC and begin ARIIA reporting.
2. Operationalize the Student Startup Policy and Incubation Operating Manual as living documents — applying them to real student cases and refining based on experience.
3. Establish a small, well-maintained co-working space that is genuinely useful to students.
4. Build a core pool of 5–8 engaged faculty mentors across departments.
5. Deliver a consistent, high-quality annual I&E events calendar (5 activities as outlined in Section 10).
6. Facilitate at least 3–5 student entity registrations with institutional support.
7. Make first connections to T-Hub and WE Hub programs for eligible student startups.

13.2. Medium-Term (Year 3–5)

8. Build a track record of genuine student startup outcomes — even if small in number, focus on quality and authenticity.
9. Develop a small pool of KPRISE alumni who have started ventures and can be brought back as mentors and speakers.
10. Explore whether KPRISE has the standing and resources to apply for DPIIT recognition as an incubator — but only when the institutional track record genuinely supports it.
11. Incrementally expand co-working and meeting space as utilization demands it.
12. Increase the frequency and depth of T-Hub and WE Hub collaborations based on outcomes from early cohorts.

Why This Roadmap is Deliberate

It is better to do five things well than to promise twenty and deliver half. KPRISE's management has chosen to build this strategy on honest foundations — starting with what the institution can genuinely do today, measuring what actually happens, and expanding from a position of real capability. Students deserve an institution that is honest with them about what support looks like at each stage.

14. What This Strategy Does Not Include

In the interest of institutional transparency, KPRISE explicitly notes the following things that are NOT part of its current I&E strategy, to avoid creating expectations it cannot meet:

What Is Not Currently Offered	Why
A dedicated Fabrication Lab / Maker Space on campus	Not currently within institutional infrastructure. Students needing hardware prototyping will be connected to T-Hub or external facilities.
Guaranteed investor introductions or pitch day with angel investors/VCs	Access to investors is facilitated through T-Hub's ecosystem — KPRISE cannot guarantee specific investor access.
Guaranteed seed grants to all applicants	Seed support is case-by-case and subject to management approval. Not all applicants will receive it.
International exchange programs	Access to international programs may exist through T-Hub's partnerships, but this is T-Hub's offering, not KPRISE's.
A KPRISE alumni venture fund	Not currently planned. Alumni connections will be built over time organically.

<p>Specific annual targets for startups, jobs, or funding raised</p>	<p>Targets create wrong incentives at this stage. KPRISE will report actual outcomes honestly.</p>
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15. Conclusion

KPRISE has a genuine, documented, and actionable strategy to support student innovation and entrepreneurship. It is grounded in three honest commitments: welcoming and supporting ideas from the start, connecting students to the broader Hyderabad innovation ecosystem through T-Hub and WE Hub, and removing the initial financial friction that often stops good ideas from moving forward.

The strategy is intentionally modest in its promises. KPRISE is not a venture fund, not a large research institution, and not an incubator with a decade of track record. It is an institution that believes deeply in the potential of its students to build something meaningful, and that is prepared to provide practical, consistent, and honest support toward that goal.

The management's commitment to covering entity registration costs and offering selective seed support is a genuine statement of institutional values — the kind of support that, while not large in absolute terms, can be the difference between a student formalizing their venture or abandoning the idea. KPRISE will continue to build on this foundation as outcomes are demonstrated and capacity grows.