

The University of Jammu strives to be an institution of excellence in higher education that constantly responds to changing social realities through the creation and application of knowledge and contributes towards a pupil centered and just society that nurtures innovation.

Towards realizing this vision, the University of Jammu, during the period under reference, apart from its core functions of teaching and research , has embraced a third role i.e an entrepreneurial role , involving networking and collaborations, and acting as a catalyst for regional and national development.

The University has established the University Business Incubation and Innovation Centre (UBIIC) and an Industry Academia Partnership Cell, to create a vibrant local innovation ecosystem ,by establishing a network between academia, financial institutions, industries and other institutions. The University of Jammu is perhaps one of the very few universities of the country to have established a Special Purpose Vehicle (SPV) , a section 8 company under Companies Act 2013 to implement and execute the various new initiatives of the University of Jammu , particularly in the areas of skills and innovation.

Under the aegis of the newly established University Business Incubation and Innovation Centre and an Industry Academia Partnership Cell, the University has planned/undertaken numerous activities like organizing Ideathons , lecture series , start up meets, community engagement activities, elevator pitch sessions etc.

An Institution Innovation Council has been sanctioned by the Ministry of HRD, Govt. of India and the University has also set up the Student Innovation Council, involving students from all departments and off site campuses.

The University through these centres endeavours to provide a facilitative environment and build a robust startup ecosystem to motivate and orient students to become job creators instead of job seekers.