Office of the Principal
ABDUL AHAD AZAD MEMORIAL DEGREE COLLEGE BEMINA
CLUSTER UNIVERSITY SRINAGAR, J&K -190018
NAAC Re-Accredited Grade 'A'
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No. AAAMDCB/CUS/26/1409 Dated: 18-07-2026

Notice for All Students

This is for the information of all students that the Government of India has launched the PM-Vidyalaxmi Scheme (copy enclosed) to ensure that deserving students are not deprived of higher education due to financial constraints. The scheme provides collateral-free and guarantor-free education loans, along with interest subvention for eligible students.

Students are also informed about the following education loan support schemes:

- **PM-Vidyalaxmi Scheme**
- **PM-USP Central Sector Interest Subsidy Scheme (PM-USP CSIS)**
- **Credit Guarantee Fund Scheme for Education Loans (CGFSEL)**

Eligible students who wish to pursue higher education and require financial assistance are advised to visit the College PM-Vidyalaxmi Guidance Cell/Help Desk located at skill development centre for information and assistance in the application process. Students may also apply online through the official PM-Vidyalaxmi portal.

All students are requested to take advantage of these welfare schemes and share this information with their parents/guardians.

18/7/2026

सत्यमेव जयते

Government of Jammu and Kashmir

Directorate of Colleges

Higher Education Department

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MOST IMPORTANT

The Principal,
Government Degree Colleges,/GCET's
UT of Jammu and Kashmir

Sub: Implementation of "PM-Vidyalaxmi" a new Central Sector Scheme approved by Union Cabinet.

Ref:

1. Higher Education Department, Civil Secretariat, J&K, Letter No. HED-Sch/23/2024-04 (7597160) dated 09.07.2026.
2. Government of India, Ministry of Education, D.O. No. 39-1/2025-CSIS-Part(1)(ii) dated 29.01.2026.
3. Government of India, Ministry of Education, D.O. No. 39-2/2025-CSIS-Part(1)(ii) dated 15.07.2025.

Sir/Madam,

In pursuance of the communications received from the Ministry of Education, Government of India, and the subsequent directions issued by the Higher Education Department, Civil Secretariat, J&K, all Principals of Government Degree Colleges (GDCs) across the Union Territory of Jammu & Kashmir are hereby requested to ensure effective implementation and wide dissemination of the PM-Vidyalaxmi Scheme and other Central Sector Education Loan Schemes in letter and spirit.

The PM-Vidyalaxmi Scheme is a flagship initiative of the Government of India aimed at ensuring that financial constraints do not impede meritorious students from pursuing higher education. However, the current level of awareness and utilization of these welfare schemes remains below the desired level. Accordingly, all colleges are required to undertake proactive outreach and facilitation measures to maximize student awareness and access to these schemes.

Key Features of the Financial Assistance Schemes

1. PM-Vidyalaxmi Scheme

- Provides collateral-free and guarantor-free education loans to eligible students.
- Offers a 3% interest subvention on education loans up to ₹10 lakh for students whose annual family income is up to ₹8 lakh.

2. PM-USP Central Sector Interest Subsidy Scheme (PM-USP CSIS)

- Provides 100% interest subsidy during the moratorium period on education loans up to ₹10 lakh for eligible students pursuing professional and technical courses.
- Applicable to students with an annual family income of up to ₹4.5 lakh.

3. Credit Guarantee Fund Scheme for Education Loans (CGFSEL)

- Provides up to 75% guarantee cover on education loans up to ₹7.5 lakh.
- Eliminates the requirement for collateral security or third-party guarantees.

Action Points for Immediate Compliance

All Principals shall accord **top priority** to the implementation of the following measures:

1. **Massive Information Dissemination**
   - Display information prominently on college notice boards.
   - Publish scheme details on the official college website and social media platforms.
   - Circulate information through official student WhatsApp groups and other digital communication channels.
   - Download multilingual pamphlets from the PM-Vidyalaxmi portal and distribute them extensively among students and parents.
2. **Establishment of Help Desk**
   - Set up a dedicated "PM-Vidyalaxmi Guidance Cell/Help Desk" in the Admission/Scholarship Section.
   - Facilitate and guide eligible students in completing online applications through the official PM-Vidyalaxmi portal: **https://pmvidyalaxmi.co.in**.
3. **Awareness Programmes**
   - Organize awareness camps, orientation programmes, seminars, or counselling sessions during the admission process and throughout the academic session.
   - Ensure that both newly admitted and continuing students are informed about the benefits and eligibility criteria of these schemes.
4. **Coordination with Banks**
   - Liaise with District Level Consultative Committees (DLCCs) and local bank branches to facilitate timely processing and disposal of education loan applications.

- Resolve procedural bottlenecks, wherever feasible, through effective coordination.

Submission of Action Taken Report (ATR)

All Principals are hereby directed to submit a comprehensive **Action Taken Report (ATR)** through the Directorate's Portal under the **"Dashboard"** to this office within seven (07) days Positively.

The ATR shall include:

- Details of awareness activities conducted.
- Copies of circulars/notices issued.
- Photographs of awareness programmes and Help Desks.
- Any other supporting documentary evidence of compliance.

Yours Sincerely,

Dr. Sheikh Ajaz Bashir
Director Colleges, UT of JK
Higher Education Department

No.: DC-HE/K/ 2026/PM-Vidyalaxmi /2106 Dated: 18-07-2026

Copy to:

1. Dr. Vikas Sharma (JKAS) Deputy Secretary to Government, Higher Education Department for information.
2. Master File for Office Record