A Study on Students’ Awareness and Perception towards Vidya Lakshmi Portal with Special Reference to Coimbatore District

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Abstract

Even after 71 years of Independence, many student communities forego their pursuit of higher education due to lack of funds. Nearly two decades, the Government of India gave much importance to financing higher education through educational loan scheme and ensured the affordability of higher education to all. So, Government made improvement in the loan scheme from time to time to satisfy the student community. Vidya Lakshmi Portal (VLP) named as www.vidyalakshmi.co.in is a scheme launched by NDA Government in August, 2015. Students are able to get information about educational loan schemes offered by the registered banks and submit loan applications. Students should have good knowledge and perception about VLP. So, this descriptive research aims at analyzing students’ awareness and their perception about VLP. This study reports that majority of the students are aware of VLP, but only 13.6% of the students have gained knowledge about VLP. The students’ experience with VLP depends upon their gender, graduation level, faculty of study, year of study, parent’s education and occupation, family income and place of living.

Keywords: Higher education, Student loan, Educational loan, Vidya Lakshmi Portal

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