

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING**

**RAJYA SABHA
UNSTARRED QUESTION No. 898
TO BE ANSWERED ON 06.02.2026**

DEVELOPMENT COMMUNICATION & INFORMATION DISSEMINATION SCHEME

898. SHRI KESRIDEVSINH JHALA:

SHRI RAJIB BHATTACHARJEE:

Will the Minister of INFORMATION AND BROADCASTING be please to state:

- (a) whether Government has undertaken any outcome-based evaluation of the Development Communication & Information Dissemination (DCID) scheme to assess its effectiveness in reaching targeted beneficiaries of flagship Government programmes;
- (b) if so, the details thereof;
- (c) whether any region specific or language based communication strategies are being adopted to enhance outreach in aspirational districts and remote areas;
- (d) if so, the details thereof; and
- (e) the details of measures proposed to strengthen digital and social media outreach under the scheme in view of changing media consumption patterns?

**ANSWER
MINISTER OF STATE FOR INFORMATION & BROADCASTING; AND
PARLIAMENTARY AFFAIRS
(DR. L. MURUGAN)**

(a) to (e): The Development Communication and Information Dissemination (DCID) is a Central Sector Scheme of the Ministry of Information and Broadcasting. It ensures last mile dissemination of authentic, factual and beneficiary-centric information and citizen outreach of Government programmes/schemes/initiatives. The scheme is implemented by Ministry of Information and Broadcasting through its media units Central Bureau of Communication (CBC), Press Information Bureau (PIB), and New Media Wing (NMW). Government regularly carries out evaluation of schemes to assess its effectiveness.

Under DCID Scheme CBC, PIB carries out number of public multimedia campaigns, outreach activities including Vartas (Media workshops), Vartalaps (Media conclave) and press conferences for information dissemination about the various government schemes.

Information is disseminated in Hindi, English and other languages and dialects to ensure authentic dissemination across India including aspirational districts and remote areas.

The Central Bureau of Communication (CBC) plans all media campaigns, including those conducted in aspirational districts, by aligning their strategy with the requirements of various ministries and the specific target audience of the respective programs. Further, targeted communication campaigns are undertaken across diverse digital outreach platforms to increase the reach to the youth and target audience in digital media space.
