

**GOVERNMENT OF INDIA  
MINISTRY OF INFORMATION AND BROADCASTING**

**LOK SABHA  
UNSTARRED QUESTION No. 2086  
TO BE ANSWERED ON 12.03.2025**

**DCID Scheme**

**2086. DR. D. PURANDESWARI**

Will the Minister of Information and Broadcasting be pleased to state:

- (a) the total funds allocated and utilized under the Development Communication & Information Dissemination (DCID) scheme during the last three financial years and the current year, State/UT-wise;
- (b) the details of publicity campaigns undertaken under this scheme particularly in Andhra Pradesh along with their outcomes during the above period;
- (c) whether any metrics or tools are in place to measure the impact of these campaigns on public awareness and participation in Government schemes and if so, the details thereof;
- (d) the steps taken to integrate new technology and platforms including social media to enhance the reach of the scheme; and
- (e) the future plans of the Government to expand the scope or scale of the scheme?

**ANSWER**

**MINISTER OF STATE FOR INFORMATION & BROADCASTING; AND  
PARLIAMENTARY AFFAIRS**

**(DR. L. MURUGAN)**

- (a) : Development Communication & Information Dissemination (DCID) is a Central Sector Scheme implemented by the Ministry of Information and Broadcasting with an objective of generation of awareness in citizens about various schemes and programmes of the Government to enable the targeted beneficiaries to avail the benefits of the development schemes, elicit enhanced participation of the people in the process of development and governance and foster attitudinal and behavioral changes. The details of the financial outlays and utilization of funds under the Scheme during last three years and current year are as under:

<b>Financial Year</b>	<b>Outlay (Rs. in crore)</b>	<b>Actual Expenditure (Rs. in crore)</b>
2021-22	209.32	209.32
2022-23	285.48	285.48
2023-24	347.63	347.63
2024-25	169.48	131.11 (as on 04.03.2025)

- (b) : The activities under the Scheme are undertaken on a pan India basis or based on the target audience of the said campaign. No state specific campaigns are undertaken under the Scheme.
- (c) : The efficacy of the Information, Education and Communication (IEC) campaigns undertaken under the Scheme is reflected in increased participation of beneficiaries in the welfare schemes of the Government.
- (d) and (e): Digital Advertisement Policy, 2023 has been approved by the Ministry on 06.11.2023 for release of government campaigns on digital advertisement platforms like websites, mobile applications, OTT platforms, podcasts etc. to enhance the reach of such campaigns.

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