

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

**LOK SABHA
UNSTARRED QUESTION No. 2785**

TO BE ANSWERED ON 17.12.2025

EVALUATION OF DCID SCHEME

2785. SHRI LUMBARAM CHOUDHARY

SMT. KAMLESH JANGDE

SHRI PRADEEP KUMAR SINGH

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SHRI KOTA SRINIVASA POOJARY

SMT. VIJAYLAKSHMI DEVI

SMT. SMITA UDAY WAGH

SHRI CHAVDA VINOD LAKHAMSHI

SHRI MANISH JAISWAL

SHRI DILIP SAIKIA

SHRI MUKESHKUMAR CHANDRAKAANT DALAL

SHRI YOGENDER CHANDOLIA

SHRI BIDYUT BARAN MAHATO

SHRI BALABHADRA MAJHI

SHRI ANIL FIROJIYA

SHRI JANARDAN MISHRA

SHRI JUGAL KISHORE

Will the Minister of INFORMATION & BROADCASTING be pleased to state:

(a) whether the Government has recently conducted any evaluation of the Development Communication and Information Dissemination (DCID) scheme to assess its impact on awareness about Government programmes among citizens of the country including Maharashtra particularly Jalgaon Lok Sabha Constituency and Jammu and Kashmir;

(b) if so, the key findings regarding reach of campaign, beneficiary engagement and improvements in message penetration in rural, tribal and urban areas of the country including Maharashtra and Jammu and Kashmir;

(c) the details of the total number of multimedia publicity campaigns launched the expenditure incurred on it and the measurable results achieved under DCID during the last three years;

(d) the steps taken by the Government to enhance the effectiveness of the scheme through digital outreach, social media, community radio and emerging communication platforms during the current financial year; and

(e) whether the Government proposes any new initiatives to strengthen targeted communication in districts with low awareness including those in the Jalgaon Lok Sabha Constituency?

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 supports the information dissemination and citizen outreach of Government programmes/ schemes/initiatives.

The emphasis of scheme is on reaching out to the rural, tribal, remote and urban populations across the country including Maharashtra and Jammu and Kashmir.

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).

CBC carries out number of public multimedia campaigns for information dissemination about the various schemes of the Government like Swacch Bharat Mission, Pradhan Mantri Awas Yojana- Rural & Urban, Jal Jeevan Mission, Pradhan Mantri Kisan Samman Nidhi.

Activity-wise details of expenditure under DCID Scheme are available on the website of CBC i.e. www.davp.nic.in.

The Government has significantly enhanced the scheme's effectiveness by adopting a modern and multi-platform communication strategy centered on digital and local reach during the current financial year.

Targeted communication campaigns are undertaken across diverse digital outreach platforms to increase the reach to the youth and target audience in digital media space. This is done as per Digital Advertisement Policy, 2023 of Government of India.

The Central Bureau of Communication (CBC) plans all media campaigns, including those conducted in areas like Jalgaon, by aligning their strategy with the requirements of client ministries and the specific target audience of the respective programs.
