

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

**LOK SABHA**

**UNSTARRED QUESTION No. 722**

**TO BE ANSWERED ON 04.02.2026**

**DEVELOPMENT COMMUNICATION AND INFORMATION DISSEMINATION  
SCHEME**

**722. SHRI JASHUBHAI BHILUBHAI RATHVA:**

**SMT. POONAMBEN HEMATBHAI MAADAM:**

**SHRI RAHUL SINGH LODHI:**

**SMT. D K ARUNA:**

**SMT. VIJAYLAKSHMI DEVI:**

**SHRI MANOJ TIWARI:**

**SMT. HIMADRI SINGH:**

**DR. NISHIKANT DUBEY:**

**SMT. SMITA UDAY WAGH:**

**SHRI GODAM NAGESH:**

**SHRI BALABHADRA MAJHI:**

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

a) whether the 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 (like PM-Janman, Ujjwala, Ayushman Bharat) particularly in tribal dominated areas like Shahdol Parliamentary Constituency of Madhya Pradesh, Telangana and aspirational and remote districts such as Nabarangpur and Malkangiri of Odisha;

(b) if so, the key findings of such evaluation including indicators related to reach, recall and behavioural impact and the details of the outreach done through said scheme during the last three years, year, State and district-wise, particularly Shahdol Parliamentary Constituency of Madhya Pradesh and Nabarangpur and Malkangiri districts of Odisha and Jalgaon Lok Sabha Constituency of Maharashtra;

(c) whether any region-specific (such as 'Bagheli dialect) or language-based (such as Telugu-language and tribal dialect) communication strategies are being adopted to enhance outreach in aspirational districts and remote areas particularly Shahdol district of Madhya Pradesh, Adilabad, Kumram Bheem-Asifabad and Nirmal districts of Telangana and Nabarangpur, Malkangiri districts of Odisha, Maharashtra and Jalgaon Lok Sabha Constituency.

(d) if so, the details thereof along with media mix, local language content, activities undertaken by the Outreach Bureau and Field Charge Units deployed to sensitize these local communities, State and district-wise;

(e) the details of measures proposed to strengthen digital and social media outreach, use of emerging platforms and analytics under the scheme in view of changing media consumption patterns particularly among youth and rural population in Telangana; and

(f) the manner in which these measures are expected to improve information dissemination particularly in Nabarangpur and Malkangiri districts of Odisha?

## **ANSWER**

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

**(DR. L. MURUGAN)**

(a) to (f): 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).

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. Government regularly carries out evaluation of schemes to assess its effectiveness.

Information is disseminated in Hindi, English and other languages and dialects to ensure authentic dissemination across India including in Shahdol, Adilabad, Kumram Bheem-Asifabad, Nirmal, Nabarangpur and Malkangiri and Jalgaon Lok Sabha Constituency.

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 districts like, Nabarangpur and Malkangiri, by aligning their strategy with the requirements of various ministries and the specific target audience of the respective programs.

\*\*\*\*\*