

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 Telgu-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).

