



Ministry of I&B Expands Digital and Local Outreach through DCID

DCID Scheme Supports Nationwide Awareness of Government Initiatives

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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 Swachh 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.

This Information was submitted by the Minister of State for Information and Broadcasting Dr. L. Murugan in the Lok Sabha on 17-12-2025.

Mahesh Kumar / Vivek Vishwash

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