



**KAMARAJ IAS ACADEMY**  
Only IAS Academy by Grandson of "Perunthalaivar Kamarajar"

# Development Communication and Information Dissemination (DCID) Scheme

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## (DCID) Scheme

Background: Government schemes often fail because the intended beneficiaries are unaware of them. The DCID scheme, under the Ministry of Information & Broadcasting, is designed to create a "last-mile" bridge between policy making and policy awareness.

### Basics:

- Nature: A Central Sector Scheme.
- Strategy: Uses multi-media campaigns (radio, mobile vans, community theater) to inform rural and tribal populations about schemes like *Pradhan Mantri Awas Yojana* or *Ayushman Bharat*.

### Significance for UPSC:

- Social Justice: Essential for the upliftment of the SC/ST and vulnerable sections who are often excluded due to illiteracy or lack of internet.
- Citizen-Centric Governance: Focuses on the "Right to Information" as a proactive duty of the state.

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