



Development Communication and Information Dissemination (DCID) Scheme

Published On: 19-12-2025

(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.