

QC govt ties up with Smart

BusinessMirror · 17 Nov 2021 · B1 · Lenie Lectura

SMART Communications Inc. (Smart) has partnered with the **local government** of Quezon City to develop a unified identification card for its citizens to streamline government processes, prevent fraud, and deliver better social services to its residents.



under the Memorandum of Agreement (MOA), Smart will provide over 2.2 million Quezon City constituents in 142 barangays free Smart SIMS with load allocation. The mobile numbers from their new Prepaid SIMS will then be recorded on their Qcitizen ID registration form and will be activated on the Smart Infocast platform.

Powered by Smart, the Smart Infocast system is a web-based text broadcasting solution that will allow the local government of Quezon City to disseminate important announcements, updates, and advisories to its citizens by means of text messaging. users with numbers registered to the database will also be informed of relief distribution schedules, obtain Qcitizen ID perks, and enjoy special treats from Smart. “On behalf of Smart, I express my deepest gratitude for allowing us to partner with your local government and play a catalytic role in the digital transformation of your city. To us, this is not just a business opportunity but a civic duty. In this time of pandemic, we are positive that this Qcitizen ID project will further expedite the delivery of much-needed benefits and relief assistance to all Quezon City constituents. It is an honor to be part of it,” said Smart President and CEO Alfredo Panlilio in a statement.