

Smart, QC develop unified ID card

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Smart Communications Inc. has teamed up with the **Quezon City government** to develop a unified identification card for its citizens.

Called the QCitizen ID, the unified identification card aims to streamline government processes, prevent fraud and deliver better social services to Quezon City residents.

“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,” Smart president and CEO Alfredo Panlilio said.

Smart will provide over 2.2 million Quezon City constituents in 142 barangays free Smart SIMs with load as part of the collaboration.

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.

Smart’s Infocast system is a web-based text broadcasting solution that will allow the city government 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.

“Through the QCitizen ID, we will be able to track if our constituents are receiving the quality service that they truly deserve,” Quezon City **Mayor Joy Belmonte** said.