INTRODUCTION:
The Thailand Government introduced a Welfare program with the aim to supplement low-income citizens to pay for basic commodities in support of their daily lives. The initiative required the Thailand Government to issue new welfare cards via its partnering bank to qualified citizens.

CHALLENGE:
In less than six weeks, the Thailand Government and its partnering bank, had to issue over 12 million welfare cards nationwide in time for the public launch of the new welfare program on October 1, 2017.

SOLUTION:
Data Products Toppan Forms Ltd. (DPTF), in partnership with Thai British Security Printing Public Company Limited (TBSP), leveraged the industry-leading Datacard® MX8100™ card issuance system — in addition to their own software and services — to create and issue the new cards.

RESULTS:
The consortium of DPTF and TBSP were able to meet the stringent program schedule, deliverables and service level agreement while adhering to program quality, security and durability requirements in rolling out over 12 million welfare cards.
Featured Technologies
The below technologies make up the full solution:
• Datacard® MX8100™ card issuance system
• Datacard® Adaptive Issuance™ Suite for EMV smartcard chip enablement
• Card magnetic stripe inline encoding
• DPTF and TBSP bureau software and services with 24/7 non-stop card personalization capability
• Entrust Datacard consultancy service and second line maintenance support to DPTF and TBSP
• The MX8100 system color ribbon and card overlay supplies

“The MX8100 system took our bureau efficiency and performance to a whole new level in being able to meet the program deliverables and on time.”

Mr. Veerawat Ariyaviriyanant
President and CEO, Data Products Toppan Forms Ltd.

“We are extremely delighted to be part of the consortium in leveraging Entrust Datacard leading technologies in personalizing the Thailand Welfare Cards”

Mr. Natapong Pinitpongskul
Managing Director, Thai British Security Printing Public Company Limited

Welfare Card Program Overview
The Thailand Welfare Card is a chip-enabled EMV smartcard with monthly subsidies from the government to purchase basic daily commodities at government-approved shops and stores. For some card holders living outside of the city and in certain provinces, it includes bus and train transportation allowances. The smartcards can also allocate funds for those receiving old-age and disability allowances.

Citizen Benefits
With the new welfare card, eligible low-income citizens in Thailand no longer need to visit the government-partnering banks in person each month to receive their welfare payments. This improves the overall processing time and greatly reduces the amount of effort, time and transportation costs to visit the banks in person.

Implementation
Entrust Datacard supported the consortium of DPTF and TBSP by manufacturing and delivering 10 units of the MX8100 system to Thailand in time for the program introduction. It also provided implementation and second line maintenance service support. In alliance with DPTF and TBSP, the partnership completed the personalization of over 12 million welfare cards before the government program start date of October 1, 2017

Overall Program Benefits
The Thailand Welfare Cards Program introduced the government initiative nationally to qualified citizens under the program in record time, improving public services to low-income citizens and demonstrating government process efficiencies. The smartcards with financial EMV capabilities serve as multipurpose cards that are able to provide instant benefit access via government-approved merchant stores and public transportation touch points.