



# IDEMIA continues supporting Mastercard to scale Community Pass in 2024

IDEMIA technologies facilitate the Mastercard Community Pass program, driving access and inclusion throughout Africa and India.

# PAYMENT

# IDENTITY

POSTED ON 04.18.24

As part of our continued support to scale Community Pass in last-mile communities, IDEMIA participated in the second annual Community Pass Customer Summit in Kampala, Uganda. Hosted by Mastercard's Community Pass team, the summit brought together key stakeholders from various sectors including banks, governments, mobile operators, NGOs and technology innovators. The overarching theme of the event focused on "exploring core components of a digital ecosystem to enable access to rural communities and increased livelihoods" and brought focus to the complexity of serving marginalized communities in the last mile.

To reinforce our dedication to helping scale Community Pass, IDEMIA is pleased to announce the launch of the **IDEMIA Card Issuance Program for Community Pass**. Designed to simplify the card procurement component for partners, this initiative will closely support the ecosystem through several elements including partner training, streamlined contracting, card design, supply, and personalization.

Leveraging Mastercard's core capabilities, Community Pass is an interoperable digital technology platform that enables digital inclusion in rural communities. Community Pass provides the user with a digital credential that can be used to access agricultural, financial, and other critical services—even when offline. The credential is used across multiple applications and is accepted on common, interoperable, low-cost acceptance devices, lowering the total cost to serve. For users, the interoperability of the Community Pass platform provides a common user experience across applications, making it easier to adopt new digital services.

The Community Pass card-based programs utilize technologies developed by IDEMIA. This solution plays a pivotal role by securely capturing and storing end-user data in the card, allowing the cardholder to be authenticated securely at the point of service use, even when the agent acceptance device is offline. This allows for the creation of a robust system of record, particularly beneficial in sectors such as agriculture, healthcare, and micro-commerce. Additionally, by incorporating payment functionality, the card can enable financial inclusion in previously excluded communities.

*IDEMIA is extremely proud to be working with Mastercard and partners to transform last-mile service provision across Africa & India through Community Pass.*

Hennie Du Plessis, SVP Payment Services Middle East & Africa at IDEMIA Secure Transactions

*Financial Inclusion is a critical development goal in India, as a key driver of economic growth and Direct Benefit transfer of Govt Aid. IDEMIA is partnering with Mastercard & partners to launch Community Pass financial inclusion cards in India, which have the*

*potential to be a huge enabler of financial and digital inclusion in the Indian market.*

Amit Kakatkar, SVP Payment Services India at IDEMIA Secure Transactions