

New Generation of Muscovite's Social Card

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Types of MSC



DDSPP registers and issues 2 types of MSC

- Card for pensioners and individuals eligible for social assistance
- Cards for young mothers

Cards are registered in MFC, cashiers, metro and CCHS

- Card for full-time students
- Card for pupil
- Card for citizens eligible for housing subsidies

In May 2014 - launching of 2 new types of MSC

(Decree of the Government of Moscow No.160 dated 03.04.2014)

- Card for MIA staff
- Card for FMS employees

450

thous.

New generation MSC issued since the beginning of 2014

4.38 mln

of active cards



Pensioner's Card

74,2%



Pupil's Card

9,3%



Student's Card

8,8%



Young mothers' card

7,7%



Grantee's Card

0,01%



**NEW GENERATION OF
MUSCOVITE'S SOCIAL
CARD**



Multifunction card with chip
(with high level of data protection)



**MSC 2.0 SUPPORTS
SERVICES**



Bank application



Discount program



Transport application



Medical service



Social certificate



Digital signature



Bank application of MSC: MSC – modern bank card



ADVANTAGES OF BANK APPLICATION OF MSC



CAPABILITIES OF BANK APPLICATION:

- **Transfer** of allowances, pensions, and other social payments
- **Replenishment** of bank account by card holder from any sources
- **Payment** of goods and services worldwide and in Internet

- **Payment of HSC without commission**

(using ATM, Internet-bank and mobile application of Moscow Bank, web-site PGU.MOS.RU)

- **One touch shopping**

using MasterCard *PayPass*® – technology allows to do shopping in retail and service enterprises of Moscow and pay for travel in public transport

- **Mobile application «Muscovite's Social Card»** for Android and iOS – cash transactions from a mobile phone (utility bills, payment of communications services, money transfers, etc.)

- **Accrual of annual 4% on the balance** for “pensioners” category, free SMS-notification, and other features of preferential customer service

- **Free cash withdrawals** in ATMs of VTB group (Bank of Moscow, VTB24, Leto Bank)

- **Free annual maintenance of bank account**

- **Deals on lending and insurance (provided by Bank of Moscow)** (provided by Bank of Moscow)



Multi-issuer model



Project's
reference bank

- Card for pensioners and individuals eligible for social assistance
- Card for young mothers

Card registration
by

DDSP

Transfer of
allowances, pensions
and social payments



Banks – project
participants

- Student Card
- Pupil's Card

Card registration
by

BANK



Discount program



КАРТА МОСКВИЧА
СОЦИАЛЬНАЯ

Access to the most extensive discount program in Moscow and Russia

3379

MSC partners – trade and service enterprises



Discounts MSC partners –

3379 trade and service enterprises

- **1303** pharmacies and opticians
- **1000** shops
- **915** domestic services companies
- **92** health care centers
- **31** cafes
- **38** notaries, taxi, travel agencies, etc..

4,2 млн
transactions for
pharmacies 2013

128 million
Rubles of total
amount of
discounts

Special offers and discounts from partners of MasterCard Plus program in the partner's outlets while payment with cards

Perspective: creation of Personal room for MSC holder

- check account status, history of action
- the opportunity to earn bonuses
- filing applications for special promotions



OPPORTUNITIES OF TRANSPORT APPLICATION:

• **Concessionary fares** on public transport

• **Transport application** "Troika" for categories of citizens, who are not eligible for concessionary fares





Earlier

Appointment to
the doctor in the
registry

MSC 2.0

Appointment to the
doctor on MSC via
information
terminals in
polyclinics

(MSC has data on MHI
police)*

In the future

receiving
concessional
drugs under
MSC

* If the card holder did not provide MHI police

FMHI

Name, passport details



MHI police details

**Single
register of
social benefit
recipients**





Earlier

SSC provided food to poor families

MSC 2.0

Record of Social certificate on MSC (accrual of funds on MSC for to pay for food products)

Payment for food products in “Pyatorochka” and “Perekrestok” food stores

In the future

Record of non-food certificate on MSC (eg.: purchase rehabilitation aids for disabled)





HOLDERS OF MSC 2.0 HAVE THE OPPORTUNITY TO RECORD ELECTRONIC SIGNATURE ON THE CARD IN THE CERTIFYING CENTER

MSC 2.0

ES for authorization
in GOSUSLUGI.RU
and PGU.MOS.RU

In the future

ES for receiving
services in public
institutions



HOTLINE FOR MSC
HOLDERS

+7 (495) 539-55-55

MSC WEBSITE

soccard.ru

- Information of application receipt and card issuance centers
- Checking the status of card's readiness
- Information about outlets, providing discounts on SCM
- Feedback

Always connected!



ДИТ

SUEП “Moscow social register”



www.twitter.com/gup_msr



www.soccard.ru



<https://www.facebook.com/gupmsr>