

Digital Family Card — Kazakhstan's AI-driven proactive social protection targeting

AI in the Public Sector · Good practice · Kazakhstan

Quality score: 73/100

Evidence strength: Observational / pre–post

Summary

Kazakhstan's Digital Family Card uses predictive scoring across 100+ socio-economic indicators from 20+ agencies to proactively identify and serve vulnerable families. Since 2023: 5.9 million families covered, 2.2 million social services delivered; 2024 GovTech Prize winner.

Key dimensions

Dimension	Score
Evidence of impact / measured public value	2/3
Transparency, fairness & accountability	2/3
Transferability / demonstrated replication	2/3
Scalability beyond pilot	3/3
Governance, capability & sustainability	2/3

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-06-21

[Ministry of Labour and Social Protection / National Information Technologies JSC \(NITEC\)](#) — accessed 2026-06-21

[UNDP Kazakhstan — Digital Family Card programme page](#) — accessed 2026-06-21

[ITU — Ensuring equal access to social protection \(September 2023\)](#) — accessed 2026-06-21

[Astana Times — Wins 2024 GovTech Prize in Dubai \(February 2024\)](#) — accessed 2026-06-21

[UNDP Kazakhstan — GovTech Prize award press release](#) — accessed 2026-06-21

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