

Microsoft –FICCI-SEDF tie up for the MAR programme

Under its JEEVIKA project for enhancing the employability of Persons with Disability SEDF has tied up with MICROSOFT for facilitation of establishing Microsoft Authorised Refurbisher (MAR). Establishment of MAR would help FICCI and Microsoft to promote responsible business practices and social responsibility amongst the corporates in India as it would

- **Increase number of donated or low-cost computers available to eligible charitable organisations, eligible academic users, and other Microsoft-specially approved recipients**
- **Help keep serviceable computers out of landfills**

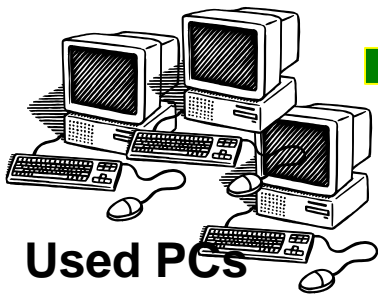
Realizing the fact that this would be an excellent opportunity for Persons with Disabilities who have hardware knowledge, FICCI-SEDF facilitated and assisted Mr Samuel Mani to become India's first Microsoft Authorised Refurbisher (MAR). Mr.Samuel, who is a Spastic, runs a small **enterprise for hardware & software solutions and he was qualified to become a MAR as per Microsoft criteria.**

Mr. Samuel got his first assignment of refurbishing 50 computers donated by Microsoft and some other companies. The Nonprofits that would buy the computers on a low very cost have already been identified by Microsoft and FICCI-SEDF. Samuel is expected to make profit of around Rs. 750-1000 rupees per computer.

Operational Model

Promotion of CSR and employment of PWDs

SEDF Jeevika project



Used PCs

From various Sources

Original Owners Companies

- Supporting responsible disposal / donation of redundant hardware.

Microsoft

Microsoft: Corporate Social Responsibility – Demonstrably helping to promote digital inclusion and prolong life of hardware

Provide software



MARs

Public, Private
Non-profit
Commercial
OEM

Eligible Recipients

Eligible Charitable Organisations
Eligible Academic Users

Recipients educational Establishments & NGOs:

- Affordable access to technology, Promotion of computer literacy

SAM

- Reduced refurbishing costs
- Livelihood
- Has agreed to train some more PWDs and employ them once the business takes off
- Enabling reinstallation of Windows and optional installation of MS Works with reduction in refurbishing costs
- Added recognition and credibility by association with Microsoft
- Use of Microsoft Authorised Refurbisher logo in refurbisher's marketing and communications materials
- Benefit from other marketing activities that support the programme, such as advertising organisation's name and services in MAR Directory
- Joining a global network of MARs