

ANNUAL REPORT 2021- 2022

⁶⁶ I used my 1st salary to gift my mom, she was so happy and proud of me. I still get teary when I think of that moment, thank you Pankh. 33



about TRRAIN

Founded in 2011, Trust for Retailers and Retail Associates of India (TRRAIN) is a public charitable trust that works towards empowering people in retail. The organisation is dedicated to bringing about a lasting impact on the professional and personal lives of associates involved in the retail industry. Based on the pillars of pride, respect, inclusion, and development, TRRAIN has managed to shed light on an important and often overlooked part of the retail industry – its associates.

Copyrights © 2022 TRRAIN.

A note from our CEO & Co-Founder

Dear friend of TRRAIN,



Ameesha Prabhu CEO & Co-Founder TRRAIN

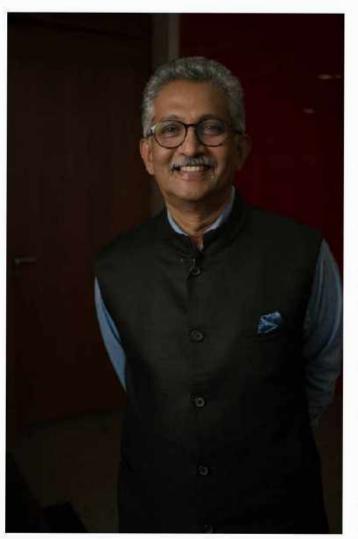
2021 marked the 10th year of TRRAIN's existence, we launched TRRAIN in 2011; the potential of retail was exponentially growing with each passing year and the demand for a larger, skilled workforce was growing. Both our founder, Mr B S Nagesh and I have accumulated an experience of 60 years in the retail industry, and have been fortunate enough to gaze through this growth and potential.

The last 10 years have been a period of tremendous learning. Our vision to empower people in retail has only expanded with opportunities of growth emerging in other sectors such as FMCG and hospitality. As of today, we stand tall as pillars of support for Persons with Disabilities and Wom--en from humble backgrounds in helping them gain sustainable employ--ment. In every interaction I've had with our beneficiaries, I've seen them grow, their self-confidence. rise and gain a sense of pride when they get a job. When one beneficiary is employed it has a huge impact on their family and community.

What began with 1 batch and 21 trainces, now has impacted over 27,000 youth pan India.

Rooted from our four pillars of Pride, Respect, Inclusion and Development our dream is to impact millions of Persons with Disabilities and Women, to build a sense of Pride with Retail Employees' Day and Respect with TRRAIN Retail Awards in the lives of retail associates across the world. We would like to extend our gratitude to everyone who believed in us through these years; our donors, advisory board members, friends in retail and our family at TRRAIN. Built on the foundation of empowering people, we promise to always strive to make an impact.

Warm Regards, Ameesha Prabhu



BS Nagesh Founder TRRAIN

A note from our Founder

Dear friend of TRRAIN,

Having spent more than 4 decades in What started as a dream to create impact retail, an experience which has shown in the retail community has grown leaps me many facets of life and work, one and bounds exceeding expectations. aspect stood out, the people. The Taking a step back and looking at how associates, who work conjointly to not we've come, I can only be excited about only deliver customer satisfaction but the future, where we plan to impact the also deliver the business objective, lives of millions of Persons with staying true to the company's ethos.

In 2010, I recall, an idea stirring in my mind, an idea which I did not know at that time would lead to rippling effects. The idea was to create an impact in these associates' lives, a vision to empower and support them, and with that Trust for led the team and built TRRAIN from Retailers and Retail Associates of India scratch. I would like to take this (TRRAIN) was born.

It's been 10 wonderful years since we began our journey, with a multitude of learnings about the not for profit sector, beneficiaries who come from humble backgrounds and creating a meaningful difference in their lives. With each passing year, it brings us immense gratitude to see new supporters, recruiting partners and NGO partners uniting with us to upgrade the lives of people in retail both at work and home, and create sustainable livelihoods for Persons with Disabilities and women.

Disabilities and Women, and create a sense of Pride and Respect for the retail associates across the globe.

This journey would not have been complete without our CEO & Co-Founder, Ameesha Prabhu who has opportunity to thank each and every one of you for supporting us through this fabulous journey.

Namaskar, **B**S Nagesh



Mission

We are committed to upgrading the lives of people in retail both at work and home. We are the catalysts who create sustainable platforms through thought leadership backed by a not for profit objective.



Pankh - Wings of Destiny

According to the 2011 census, there are ~2.7 Cr Persons with Disabilities (PwDs) in India, and the heart-wrenching truth is that their employability is less than 1 %. That is an enormous un-tapped talent pool. Understanding this fact, TRRAIN launched **Pankh – Wings of Destiny** in 2011. Pankh works towards **training PwDs and providing them with employment opportunities** in retail and allied sectors. Thus helping them live a life of dignity and promoting an inclusive workplace.

The program has successfully extended a helping hand towards individuals with **Speech and Hearing Impairment, Locomotive Disability, Visual Impairment and Learning Disability**. With their constant, benevolent efforts, Pankh has positively touched the lives of **over 21,000 PwDs**. Amidst the crashing waves of the pandemic, Pankh introduced online skilling sessions for PwDs and till date, has already completed 33 online batches.

As per the annual statistics of 2021-2022



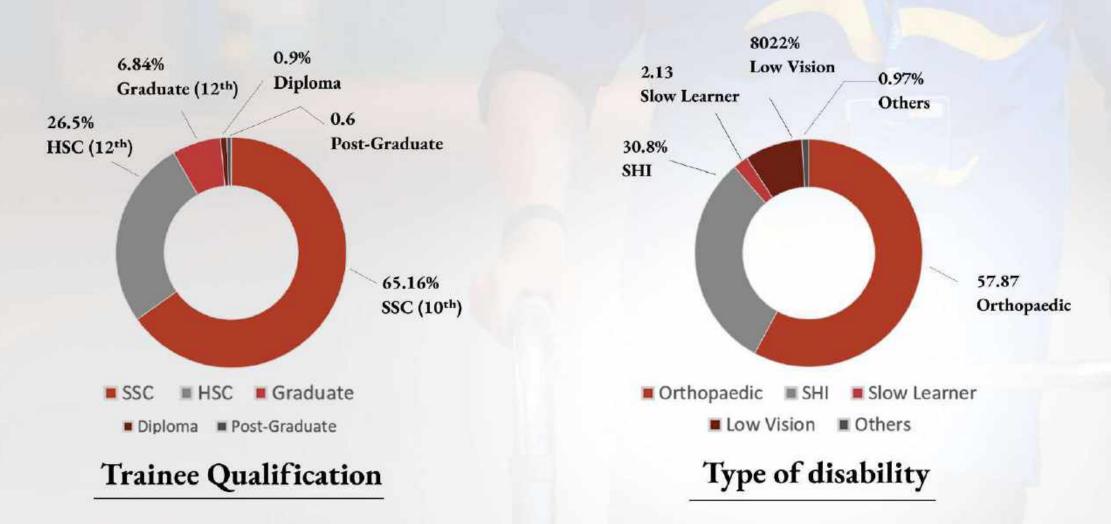
2,675 Trained Persons with Disability



Pankh - Trainee Profile



72.19% Male 27.81% Female



Pankh - Employer Testimony

66

We at Spondias are thrilled to give opportunities to the trainees from TRRAIN, as they are skilled and trained enough to cope with almost any kind of scenario at the workplace. Being extremely dedicated, hardworking and enthusiastic, the candidates are eager to learn and contribute positively to the growth of the company in the days to come. My sincerest gratitude and regards to the authorities at TRRAIN and team for choosing us.

- Spondias







3.3L Per annum was the highest salary of our trainee



23-year-old Pankaj is orthopaedically challenged in his left leg since birth. He is the oldest of 4 siblings and lives with his parents in Delhi. Being the eldest of his siblings he was expected to be a role model for them, however due to his orthopedic condition, his parents sheltered him for most of his life. They were scared and did not know how to deal with a situation like this.

His mother says, "Pankaj had always been a shy and soft spoken boy. We always encouraged him to stay at homeand play with his siblings since we were afraid people wouldtease him. Although he went to school, he barely interacted with other children."

During his schooling, Pankaj made a friend who had a similar disability like him, but was more outspoken and cheerful. Pankaj enjoyed spending time with him as he felt good about himself. After they both completed their education they began looking for a job.



Through a mobilisation drive, Pankaj got to know about the Pankh program. When Pankaj told his parents that he wanted to enrol into it and make them proud; they were hesitant in the beginning but eventually came around after hearing the perks about the Pankh program.



While training with Pankh he made lots of friends and it helped him become more confident and outspoken. Upon graduating from Pankh, he aced an interview at Cafe Coffee Day and got hired as a team member.

He says, "I am so happy that I grabbed the opportunity to train under Pankh. It has helped me grow. With Pankh my life has taken an amazing and unexpected turn and I could not have asked for more. My parents and my siblings look up to me and are proud."



Dommala Yadagiri is a young 24-year-old boy who is visually impaired. His father is a farmer and his mother a homemaker, he has a younger brother and they stay in Jangaon. Yadagiri is active, enjoys spending time with his family and is an optimist. In his childhood, he did not make many friends or go out, and due to his disability, his mother was afraid to send him outside with strangers.

His mother says, "Our doctor advised us to take him to a special school so he will be with more people like him. But we were worried about his life ahead, would he work, would he get married, how would his life be?"

Yadagiri knew how his parents felt about him, in his early days he use to feel like a burden. When he began schooling he made friends and opened up to them. He wanted to make his parents proud and show them that they did not have to worry.



During this time, his friend told him about the Pankh program and Yadagiri enrolled. He attended the classes diligently and actively participated in all the activities. After completing the program, he interviewed at Shoppers Stop and got hired as a Trainee Customer Care Associate!



He says "My parents could not believe that I got a job, they were so happy for me. I was now able to travel alone and took help from my supervisors. When I got my first salary I gifted my mom a saree and she was so happy."



TRRAINHer Ascent

Launched in 2018 by TRRAIN, TRRAINHer Ascent is a livelihood creation program to empower young women in India. By skilling and training them, the program creates livelihood and employment opportunities for women across the country, thus leading the way for a progressive, gender-inclusive workforce in retail and other allied sectors. Besides operating in the cities of **Delhi, Hyderabad, Bangalore, Chennai, Mumbai, Pune, Hindupur and Noida**, TRRAINHer Ascent also continues to empower women in the neighbouring suburban and rural areas of the country.

In the year 2021, when the country was dealing with widespread unemployment due to the pandemic, TRRAINHer Ascent introduced online skilling sessions for young women and has already successfully completed **33 online batches**. Positively impacting the lives of over **6300** women from **2021 to 2022**.

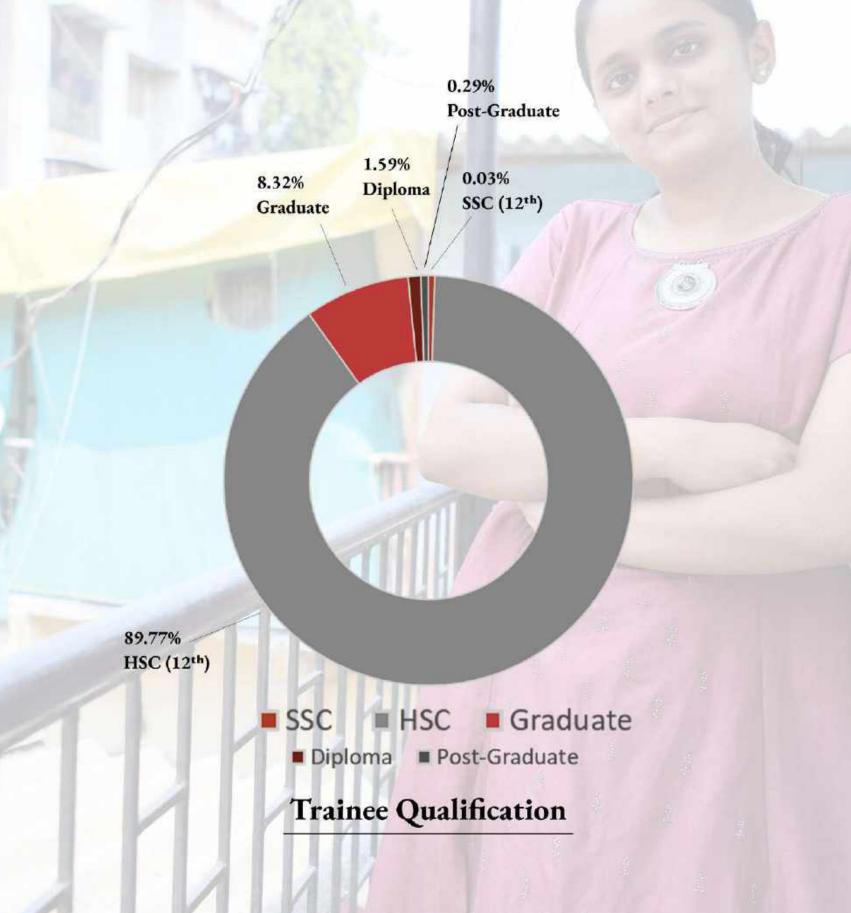
As per the annual statistics of 2021-2022



3,088 Skilled young women



TRRAINHer Ascent - Trainee Profile



TRRAINHer Ascent - Employer Testimony

I'd like to express my deepest appreciation for the trainees from TRRAIN as they are truly well trained and display excellent skills. We are always willing to extend opportunities towards them as they are not only dedicated workers, but also enthusiastic to deliver credible, credit-worthy performance. We are happy and thankful to TRRAIN for helping us find such skilled aspirants.

- Shri Wazra Multi Speciality Hospital

Some Of Our Recruiters









582 Companies hired young women from TRRAINHer Ascent



3.1L Per annum was the highest salary of our trainee

Samiksha Dabade

A young woman determined to overcome her family's struggles in the midst of the pandemic

Samiksha is a young 24-year-old woman who lives with her parents in Mumbai. Her father is a salesman and her mother, a homemaker. In 2021, her father lost his job due to COVID-19 and her family relied on their savings.

Vet

"2021 was very difficult for my family, after my dad lost his job he tried for months to find another job. I was studying during this time and desperately wanted to help out at home but my parents insisted that I continued my studies."

During this struggle, Samiksha's friend, a TRRAINHer Ascent alumni, told her about the program and encouraged Samiksha to join. After consulting her parents she joined the program. In the course of time, she learnt a lot about retail and the different kinds of formats.



Upon completion of the program, she got an opportunity to interview at Being Human as a Fashion Consultant and aced the interview!



"TRRAINHer Ascent program boosted my confidence and improve my English.

My trainer guided me along the way and taught me a lot. My parents are really proud of me and are really happy that I am able to support them financially"

Shabijaha

A girl with a dream that came true.

25-year-old Shabijaha grew up in a small house in Kandivali with her father, mother and elder brother. Shabijaha's father retired a few years ago as a sickness overtook him; this incident took a big toll on the family. All the responsibilities fell on her brother, he became the sole breadwinner of the family. Between paying rent, providing household necessities and paying for his sister's tuition he was on his feet 24/7 and barely got any rest.

She says, "After my father retired our family was extremely hard hit. With no source of income, we relied on our savings and tried making ends meet. Eventually, my brother had to step up and discontinued his further studies and started working."

Shabijaha was an introvert and stayed at home helping her mom with household chores. Inspired by her brother, she wanted to help him provide for their family. After completing her HSC, she began looking for a job. During her search, she came across the TRRAINHer Ascent program and enrolled immediately.



She had one dream, to help her family. She was hardworking, dedicated and sincerely graduated the TRRAINHer Ascent program. Upon graduating, she interviewed at Reliance Trends and secured a job as a customer service associate!



She says "I want to thank TRRAINHer Ascent for giving me a chance and helping me become more confident and outgoing. It was a wonderful opportunity and i am glad to have taken it, Not only do i love my work, but people are kind nice and helpful."



Ration kit drive

The year 2021 has been quite overwhelming for us all. While people were still reeling under the crushing first wave of COVID-19, the second wave took over with fresh vigour, leaving thousands deprived of basic necessities like food. One of the leading causes behind such widespread scarcity was the loss of income which essentially made survival difficult.

To support such COVID-afflicted women and the families of Persons with Disabilities, we organised a Ration Kit Drive in the cities of Visakhapatnam, Hyderabad, Vijayawada, Hindupur, Chennai, Bangarpet, Bangalore, Kochi, Navi Mumbai, Thane, Pune, Aurangabad and New Delhi. Through this initiative, we were able to help **3,922** families in need.









Vaccination drive

Amidst the darkness of rising cases and fear surrounding the COVID-19 virus, the world finally saw light at the end of the tunnel when the Indian Government started rolling out vaccines. While every citizen was entitled to get vaccinated, several people faced challenges in acquiring them. In order to help these people, we organised Vaccination Drives for Women and Persons with Disabilities.



No matter what (An expression of our gratitude to our heroes/sheroes.)

A tribute to our heroes

It was a time we had not imagined ever, A period we hope for and strive for will happen, never. A virus named Corona took the world by storm without a lull. It destroyed, shipwrecked and doomed lives sparing none at all, But no matter what, our heroes, stood like pillars high and tall.

Then came the lockdown drowning us in a daze and haze, Locked in our homes, old and young, now with no time to laze. Office work, cooking, cleaning, washing, schooling, the work graph rose on. Followed by the question, how to replenish food, vegetables, fruits, medicines and so on. Soon the retail family came forward strong and steady, No matter what, they said we will serve you, and we are ready.

Mask on their faces, fear on their mind, but love in their heart They opened the shops for you and me and sure it was a good start. While the endless orders came, they packed with vigour and zest. Wasting not a minute, their hands ever busy, they did their best. No matter what, the heroes stood noble and tall for the rest.

Coming from near and far, the young men and women dared it all To reach their workplace in the heat, no fear of a fall or of death around all. With a smile on their lips and cheer on their face They delivered whatever we needed on time and with what pace! No matter what, the heroes served us with humility and grace.

So, let us cheer the heroes of our nation And applaud their wit, and grit with elation Wishing them good luck we will give them a standing ovation. No matter what, just join in the celebration.

Shailaja Nagesh



International Week of Deaf People (IWDP)

International Week of the Deaf is celebrated annually across the world during the last full week of September. In this week we all come together to raise awareness about the Speech and Hearing Impaired community and help create a more inclusive world for them. On the occasion of International Week of Deaf People (20th - 26th September), we hoped to spread awareness about Speech & Hearing impaired (SHI) individuals and the importance of Indian Sign Language with #LetsSignTogether. We hosted a virtual Indian Sign Language Workshop to help the SHI community with one of the biggest challenges they face - communication.



Indian Sign Language Workshop #LetsSignTogether



Knowledge sessions for the Pankh and TRRAINHer Ascent trainees

In 2021-22 the Pankh and TRRAINHer Ascent trainees were joined by Yes Foundation, DBS Bank and Hexaware Technologies employees who volunteered their time to conduct knowledge sessions for the trainees.

In these virtual sessions, the trainees were taught about financial literacy, tips for writing resume, goal setting and lots more.



DBS Bank





Retail Employees' Day 2021

Every year on 12th December, Retail Employees' Day is observed to celebrate the contributions of the true heroes of retail, the retail associates and retailers across the globe. To express gratitude to-wards them, Retail Employees' Day is celebrated globally in 24 countries.

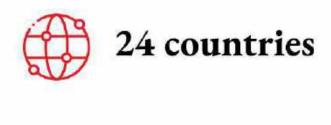
2021 campaign's extravagant celebration at TRRAIN revolved around the innovative theme "Kaho Emoji Se Thank You". The idea was to show gratitude towards our retail warriors who connect us with the customers and never hesitate to go the extra mile. Considering how tough the last two years have been, we wanted to bring them joy and happiness in a uniquely exciting way!

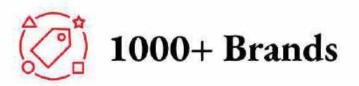




Joining hands with brands and malls across the city, celebrations were kickstarted on 1st December itself where customers were encouraged to twish and thank their associates. The response was overwhelming. This joint initiative collected over **3.6 lakh 'Thank You'** notes on the **Kaho Emoji Se Thank You platform!**

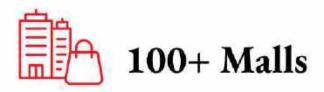
Today we are proud to announce that Retail Employees' Day has touched the lives of over 24 million retail associates across the globe. It has even earned the acceptance and recognition of the Indian government, alongside celebrities and influencers in India.







3,60,000+ Thank yous





Recognition from celebrities & influencers.

EMPLOY:	2
4 2 5 2 5 Thank yous received for the retail employees who go above and beyond their call of duty.	Thank a retailer and retail employee today! The set of provident sector set of the set
	Thank you!

Thank you platform



Burj Khalifa lighting up in gratitude!



#KhulkeBoloThankYou Video



TRRAIN Retail Awards 2022

TRRAIN Retail Awards is the only platform in India dedicated to recognizing front-end retail associates for achieving excellence in customer service. Having set a new benchmark in the sphere of customer service excellence in retail, we have received over 10,000 stories from 116 cities in the span of 10 years. TRRAIN Retail Awards has positively impacted the lives of hundreds of retail associates across India and TRRAIN Retail Awards 2022 was no less.

TRRAIN Retail Awards 2022 was hosted on 28th April 2022 at The Westin Powai Lake Mumbai and honored 25 retail associates across leading brands in India.





National Gold Winner Rajan Kumar, Assistant Store Manager - 24Seven, Noida

When the entire country was reeling under the brutal clasp of the second wave of the global pandemic, 24Seven assistant store manager Ranjan Kumar was going above and beyond to make lives easier for the home-isolating people of Noida.

On one such day, Ranjan received a home delivery order from a lady, but upon reaching the location he found himself standing at the threshold of a moral dilemma. He realised that there were in fact two ladies in the house and both had tested Covid positive. They requested Ranjan to get some medicines as they had no one to help them, given the tumultuous situation around. Moved by their plight, despite the restrictions imposed by the Government and the prevalent scarcity of medical supplies across the city, Ranjan visited more than five stores and chemists for those women in need. Living up to the saying 'where there is a will, there is a way', he somehow managed to source all the medicines for them and deliver them to their doorstep.

This selfless gesture of Ranjan Kumar to put society first by helping a couple of strangers in need is a true example of dedication and pure compassion.

Awards 2022 Winners



ANTRA

spykar 🔁

Levis

Retail Services Online/Offline Category

Suraj Mondal b bigbasket Nandini Tejawath

🙋 zivame



Specialty Stores Category

Deepak Kumar Chaubey

TITAN EYE+

Julius Gomes

SHOPPERS STOP

Mahak Lalwani





We Thank Our Supporters

Infoedge

Allstate Solutions Pvt. Ltd.

J.P. Morgan Services India Pvt. Ltd.

Yes Foundation

HSBC Swades Foundation S4L

Accenture Solutions Ltd

Hexaware Technologies

Eight Roads Investment Advisors Pvt. Ltd. Wood India Engineering & Projects Pvt. Ltd.

Aadhar Housing Finance Limited

Chalet Hotels Ltd

DBS Bank India Ltd

Mahindra Logistics

Marcellus Investment Managers Pvt. Ltd.

Partners Group India Pvt. Ltd.

Notes from Individual donors

66

I am happy to contribute to an organisation like TRRAIN that is constantly putting in efforts to make a difference in the lives of persons with disabilities, thus enabling them to live independently with dignity in our society. All the very best to the team at TRRAIN. Keep up the good work.

- Adi Sethna

66

TRRAIN is making a real impact on the ground level by offering a respectable and sustainable solution to the livelihood issue faced by the youth of our country. I also respect the focus and commitment shown by the TRRAIN team over the last decade. My best wishes and continued support for more power to the team.

- Sameer Kapoor

Note from Corporate Supporters



Garima Dutt Yes Foundation

YES Foundation, YES BANK's CSR implementation arm, has a key focus on skill development, with projects across sectors and regions. The 'TRRAINHer' program focused on gender equity, with a thrust on representation of women in aspirational jobs. TRRAIN evolved a rational approach to the program for skilling 700 young women and create sustainable livelihood for them.

The training programs provided a complete spectrum of skills in an interactive and easy-to-learn manner with three key skills - life skills, English language skills and retail sector specific skills. The women were also given exposure visits to malls covering various formats of retail – hypermarket, supermarket, apparel store and luxury store. "The Yes Foundation extends its full support to TRRAIN for empowering young women and leading to their inclusion in country's economic development."



Dr. Vijay Pawar Mahindra Logistics Limited

Mahindra Logistics Limited (MLL) is very happy to join hands with TRRAIN and work towards developing skills and employability for Persons with Disability (PwD) and women. With this association, MLL is strengthening D&I hiring by leveraging untapped talent pools, enhancing engagement and more importantly, embracing a sense of oneness that celebrates India's demographic dividend.

The logistics sector is a substantial employer in the Indian economy, and education and skill development enable economic and social empowerment in local communities. Through its association with TRRAIN, MLL has trained 147 women and PwD beneficiaries during the last one year. The company will continue to develop various skills within these communities, and will continue to encourage and value diversity with the help of its employees, associates and business partners.

Income & Expenditure

TRUST FOR RETAILERS AND RETAIL ASSOCIATES OF INDIA Income & Expenditure Account for Year ended March 31, 2022				
Particulars	Schedule	For the Year Ended 31-03-2022 Amount (Rs.)	For the Year Ended 31-03-2021 Amount (Ks.)	
Income				
Donations	9	7,82,21,678	2,10,08,562	
Sponsorship Fees	10	15,70,617	38,73,789	
Other Income				
Interest	11	27,36,777	29,37,434	
Total		8,25,29,072	2,78,19,785	
Expenditure				
Trust Objects and Project Expenses	12	6,15,82,462	1,83,94,241	
General & Administration Expenses				
Employee Cost		1,73,01,065	1,30,67,546	
Other Miscellaneous Expenses & Central Support Cost	#5	23,52,614	20,63,757	
Trusteeship Fees including Governance Cost	3	23,59,994	7,08,000	
Audit Fees		2,05,896	1,25,000	
Total		8,38,02,031	3,43,58,544	
Deficit of Income over Expenditure Before Tax and				
Depreciation		(12,72,959)	(65,38,759)	
Depreciation		3,52,503	2,53,209	
Deficit of Income over Expenditure		(16,25,462)	(67,91,968)	
Deficit of Income over Expenditure transferred to Reserve		i.		
Fund		(16,25,462)	(67,91,968)	

Balance Sheet

TRUST FOR RETAILERS AND RETAIL ASSOCIATES OF INDIA Balance Sheet as at March 31, 2022					
Sources of Funds					
Trust and Corpus Fund	1	5,24,72,539	5,15,21,918		
Reserves and Surplus	2	(3,77,76,539)	(3,61,51,078		
Total		1,46,96,000	1,53,70,841		
Application of Funds					
Fixed Assets	3	45,29,508	32,39,311		
Investments	4	3,54,59,197	6,34,47,352		
Current Assets, Loans and Advances (A)					
Cash & Bank Balances	5	52,42,011	19,18,421		
Loans and Advances	6	41,34,020	60,98,014		
Less: Current Liabilities and Provisions (B)					
- Statutory Dues	7	9,66,164	3,93,099		
- Sundry Creditors, Others, etc.,	8	1,46,18,212	1,01,49,612		
- Advances received for PWD/TRRAIN Her/COVID-19 Projects		1,90,84,361	4,87,89,545		
Net Current Assets (A-B)		(2,52,92,705)	(5,13,15,822)		
Total		1,46,96,000	1,53,70,841		

Advisory Board Members



Anuj Puri Chairman, Anarock Consultants Private Limited



Bala C Deshpande Senior Managing Director, Mega Delta Capital LLP



Harit Nagpal CEO & Managing Director, TATA Sky



Pinakiranjan Mishra Partner & Sector Leader Retail & Consumer Products, Ernst & Young India



Rahul Mehta Chief Mentor, Clothing Manufacturers Association of India



Rohit Srivastava Head, Core Consulting, Strategic & Marketing Division, Contract Advertising



Shalini Kamath Senior HR professional



Shashidhar Sinha CEO, IPG Media Brands India



Shivani Mehta Senior Director, Kherwadi Social Welfare Association

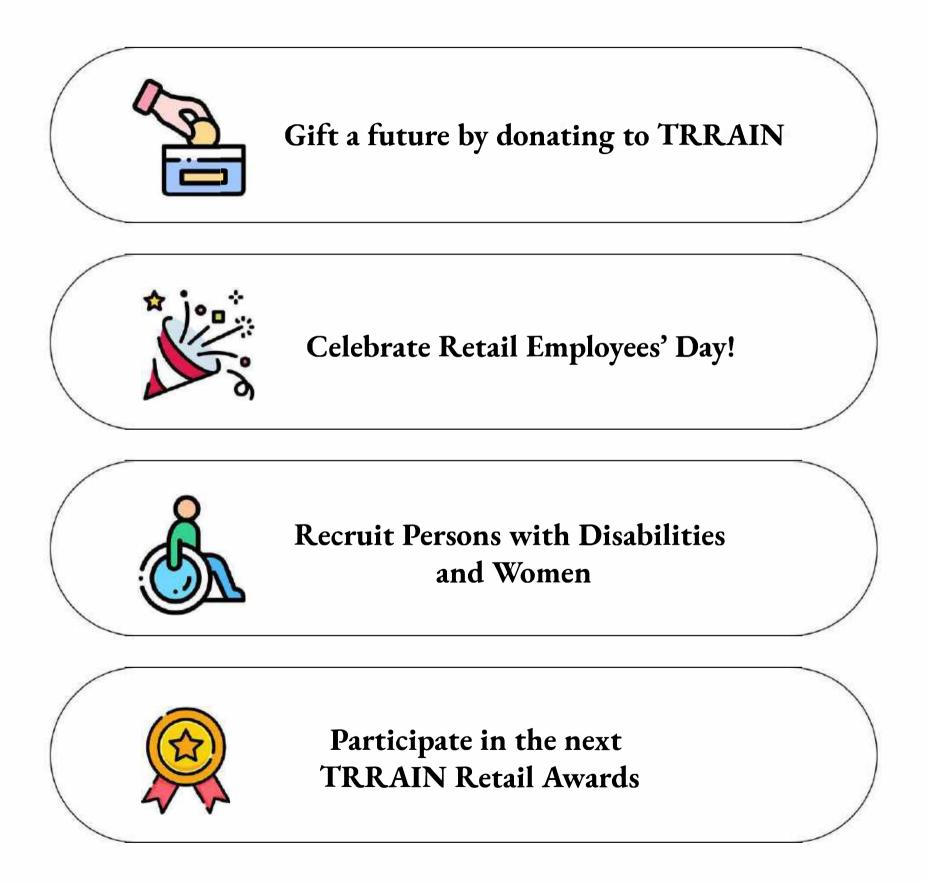


Suhas Tuljapurkar Managing Partner, Legasis Partner



Vidya Hariharan Director , Vidal Healthcare Private Limited

Ways you can make a difference





"Alone we can do so little; together we can do so much." – Helen Keller



Corporate Office - 304, Eureka Towers, B wing, 3rd floor, Mindspace, Link Road, Malad (W), Mumbai 400064. India.



TRRAIN_INDIA

TRRAIN_INDIA

