

# ANNUAL REPORT 2022 - 2023



Empowering People  
Through Retail



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## *About* TRRAIN

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Founded in 2011, Trust for Retailers and Retail Associates of India (TRRAIN) is a 12A, 80G, public charitable trust that works towards empowering people through retail and allied sectors creating sustainable livelihoods for Persons with Disabilities and Young Women from marginalised backgrounds. 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.



## A NOTE FROM OUR CEO

**Dear friend of TRRAIN,**

Breaking stereotypes and empowering individuals is what we at TRRAIN strive to do; be it for empowering Persons with Disabilities (PwDs) and young women from marginalised backgrounds. As you read through FY 2022-23 annual report you will see how each of our initiatives seek to push boundaries and inspire change in retail and allied sectors.

Over the years, we have grown far and wide, from the length and breadth of India, to across the globe. Retail Employees' Day – celebrated on 12th December each year, a day to celebrate the last mile employees – in 2022 touched ~22 million employees across 31 countries with the support of the Intercontinental Group of Department Stores (IGDS). With the constant support of the retail industry worldwide, we are confident that one day the entire world will celebrate these employees for going above and beyond their call of duty.

TRRAIN has over 1000 recruiters who have decided to create an inclusive workplace. When one organisation decides to recruit Persons with Disabilities, they are not only uplifting them and their families, but also bringing a change in their lives. More organisations are choosing to be inclusive and

gender diverse, and TRRAIN aspires to help them achieve this further. Since inception, we are proud to have impacted the lives of 24,000+ Persons with Disabilities and 8,000+ Young Women and look forward to impacting a million more with your support.

Our aspiration is to create a profound impact on millions of individuals with disabilities and women, and we are guided by the fundamental values of Pride, Respect, Inclusion, and Development. Through the observance of Retail Employees' day celebrated on 12th of December, we aim to instill a sense of pride in retail employees, while the TRRAIN Retail Awards are meant to promote respect for them. We extend our heartfelt thanks to our supporters - our donors, advisory board members, friends in retail, and our TRRAIN family - for their unwavering belief in us over the years. Building on our commitment to empowering people through retail and allied sectors, we pledge to continue striving to make a difference.

**Namaskar,  
Ameesha**



**AMEESHA PRABHU**  
CEO & Co-Founder, TRRAIN

# VISION + MISSION + PURPOSE

## Vision

To Empower People through Retail.

## Mission

We are committed to upgrading the lives of people by building pride and respect. We will be thought leaders and catalysts who create impact through sustainable solutions for inclusion & development.

## Purpose

To build an inclusive & equitable community.



## INITIATIVES BY TRRAIN



### Pankh - Wings of Destiny

Creating livelihoods for Persons with Disabilities (PwDs) through skilling & employment opportunities.

Impacted over  
**24,000+**  
PwDs



### TRRAINHer Ascent

Creating livelihood for young women through skilling & employment opportunities.

Impacted over  
**8000+**  
Young Women



### TRRAIN Retail Awards

The only award that honours retail associates for customer service excellence.

Associates Awarded &  
**300+**  
Global Tie-ups  
**3**



RETAIL  
EMPLOYEES' DAY  
12-12  
TRRAIN - RAI Initiative

### Retail Employees' Day

Celebrated annually, Retail Employees' Day is a day dedicated to the backbone of the industry - the Retail Associates.

**22 million**  
employees celebrated across  
**31 countries**

## PANKH – WINGS OF DESTINY

**Pankh – Wings of Destiny** is a 45 day residential livelihood creation programme for **Persons with Disabilities (PwDs)**. According to the 2011 census, there are **~2.7 Cr\* PwDs** in India, and the heart-wrenching truth is that their employability is **less than 1%**. That is an enormous untapped talent pool. Understanding this fact, we saw an opportunity to empower them by tackling two problem areas; lack of employment opportunities & lack of training/skilling opportunities.

The retail sector is one of the largest sectors of the Indian economy, and while it is growing at an impressive rate, it is also facing challenges related to inadequate manpower and higher attrition rates. Thus, in order to tackle these adversities, there is an acute need to develop a sense of diversity and inclusion of PwDs in the workplace.

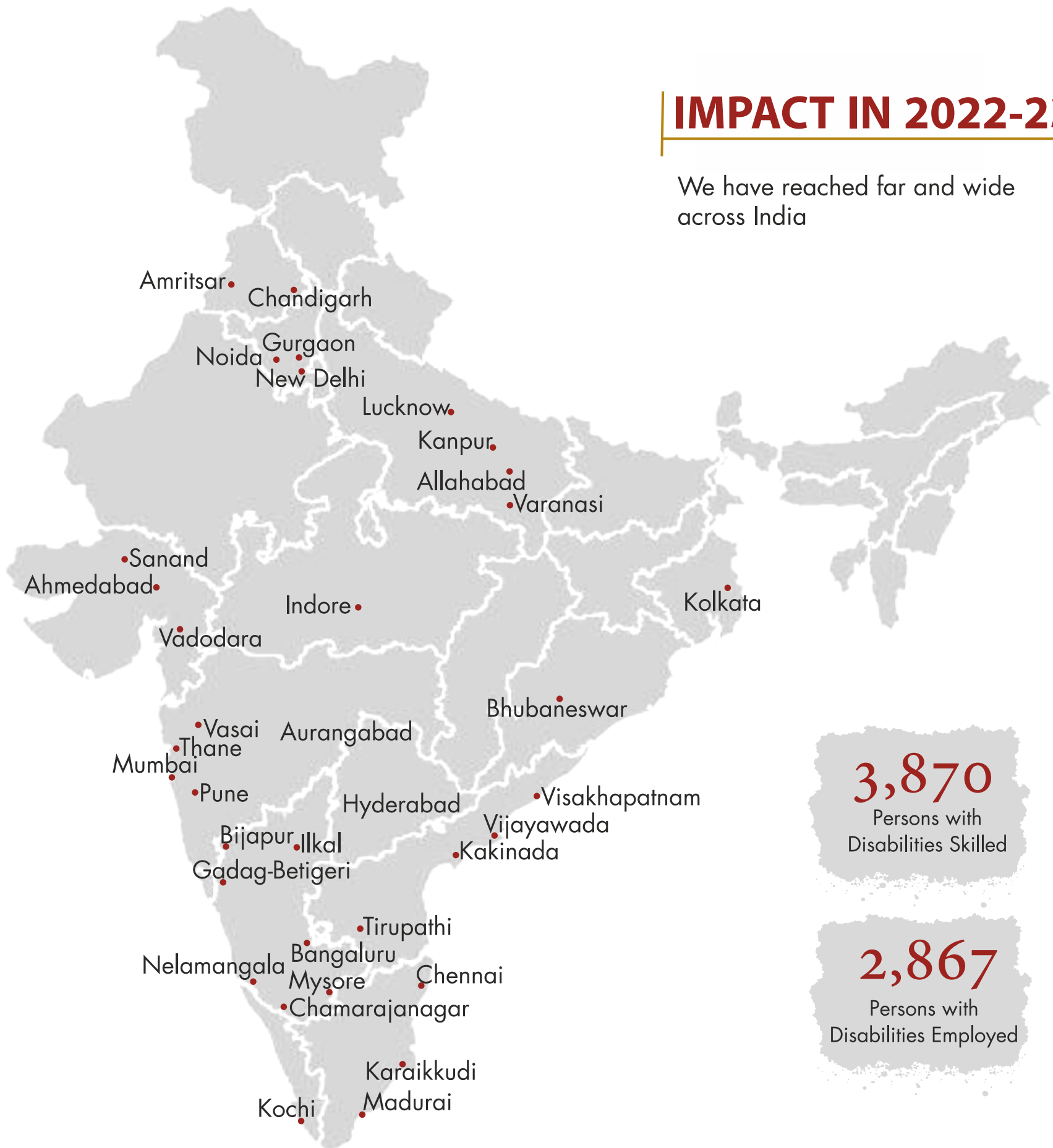
By creating livelihood opportunities for them, Pankh operates with the earnest goal of empowering them to live a life of pride and dignity. Through the programme we have successfully extended a helping hand towards individuals with **Speech and Hearing Impairment, Locomotive Disability, Visual Impairment and Learning Disability.**

***With constant, benevolent efforts, we have positively touched the lives of over 24,000 PwDs.***



## IMPACT IN 2022-23

We have reached far and wide across India

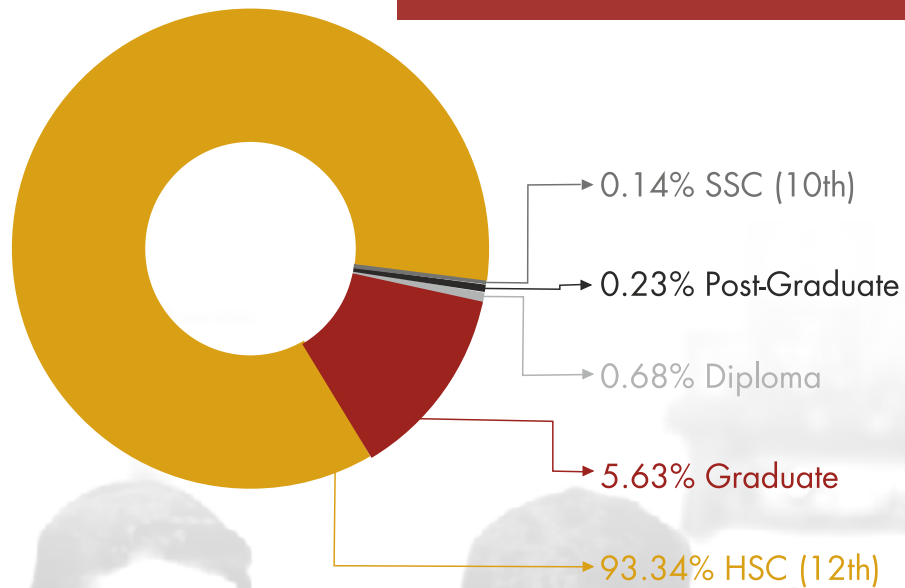


**3,870**  
Persons with  
Disabilities Skilled

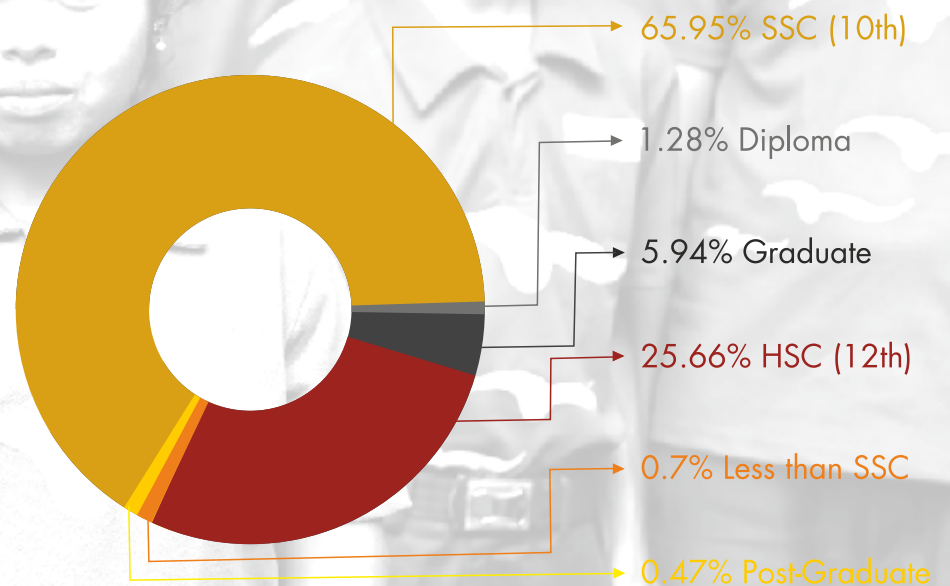
**2,867**  
Persons with  
Disabilities Employed

# PANKH TRAINEE PROFILE

## Trainee Qualification



## Type of Disability





# ACTIVITIES CONDUCTED

Trainee's Participation in Job Fairs, Exposure Visits, and Donor Visits



Organisation Overview & Retail Insights



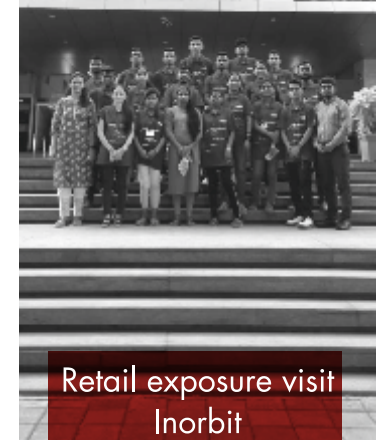
Retail exposure visit by Ashadeepa Bengaluru



Expo Visit at Croma 4



Behind The Scenes with BNM team



Retail exposure visit Inorbit



Exposure visit Alpha One Mall Ahmedabad

## STORIES OF IMPACT



P. SANDEEP



P. Sandeep is a remarkable individual who has overcome several challenges in his life. Sandeep is Speech and Hearing Impaired and hails from Mehaboobabad, but he currently lives in Jagadgirigutta, Hyderabad, with his parents. His father earns a livelihood by selling fruits, and his mother is a homemaker.

Sandeep's hometown lacked proper schools for individuals like him, which is why his family decided to move to Hyderabad. However, the financial crisis they faced after Sandeep completed his schooling made it challenging for them to support his education. But Sandeep refused to let his disability or financial situation hold him back. He was eager to contribute to his family and become self-sufficient.

Fortunately, one of his father's friends informed them about the TRRAIN Pankh programme, which proved to be a turning point for Sandeep. He was taken to the training center, where the team patiently explained the course to him and addressed all his queries. The team also showed him around the classrooms, lab, and hostel.

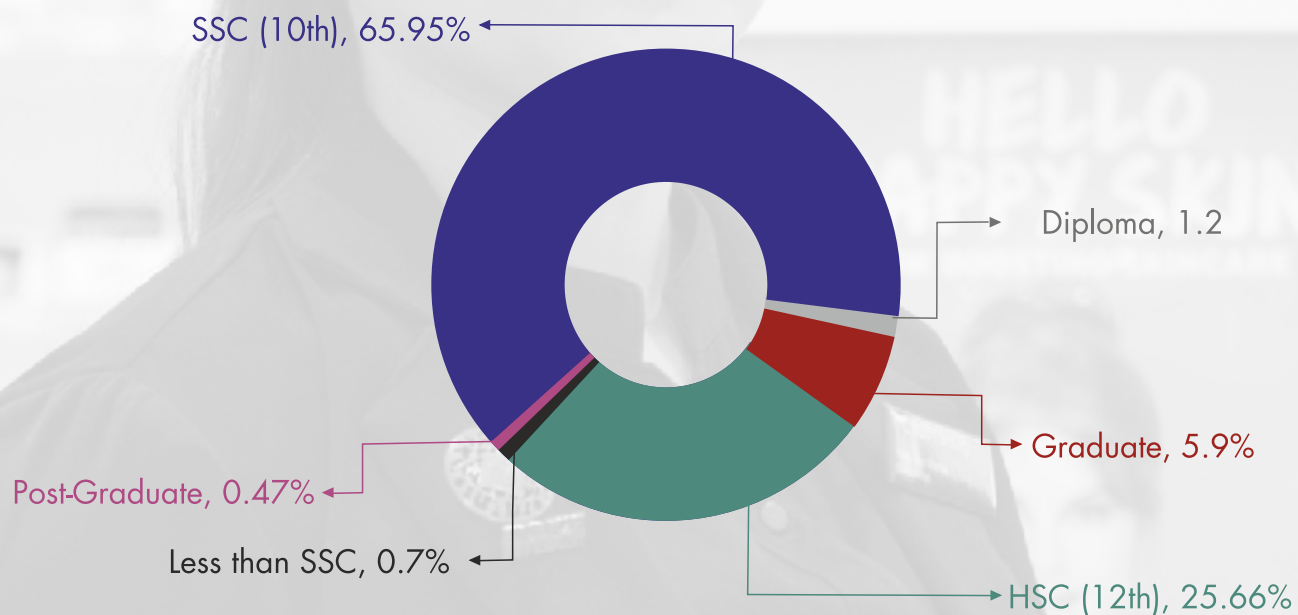
Sandeep was excited about the opportunity and immediately enrolled in the 45-day training. He found the programme incredibly useful and gained valuable skills, such as typing, which he improved considerably during the course. He also gained confidence, and his personality flourished.

After completing the training, Sandeep was interviewed by Big Basket, and he was ecstatic to be selected as a Cashier. Although it is a humble beginning, Sandeep's parents are overjoyed and incredibly proud of him. Sandeep's determination and hard work are an inspiration to us all.

## TRRAINHer ASCENT

TRRAINHer Ascent is a 30 days livelihood creation programme created to empower the young women from marginalised backgrounds in India. By skilling and training them, the programme creates livelihood and employment opportunities for women across the country, thus leading the way for a progressive, gender-inclusive workforce in retail and allied sectors. Since inception, we have positively impacted the lives of over **8,000** Young Women.

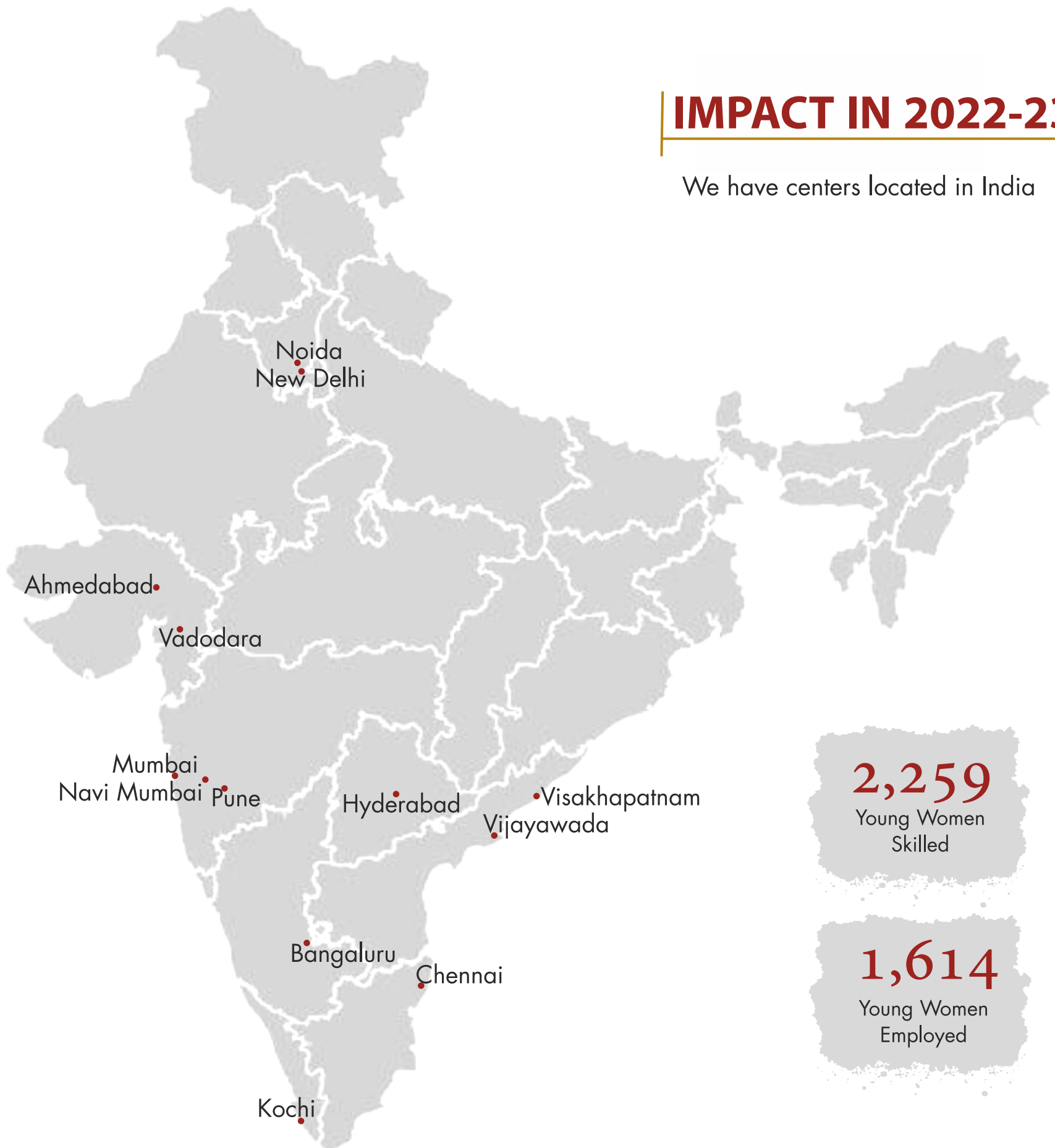
### Trainee Profile



Trainee Qualification

## IMPACT IN 2022-23

We have centers located in India



## STORIES OF IMPACT



**KIRAN SURYAVANSHI**

Kiran is a 25-year-old from Dahisar, Mumbai. She comes from a middle-class family of 8 members, with her father working as a driver and her mother as a homemaker. Kiran and her family have had a challenging time during and after the lockdown, struggling to meet their basic needs. It was not easy for Kiran to witness her family's struggle, and she wanted to help in any way possible.

After completing her graduation, Kiran took it upon herself to find a job that would not only help her but also her family. It was not an easy task, but Kiran remained determined and hopeful.

One day, she heard about the TRRAINHer Ascent programme through an alumni and decided to enroll in it to gain better opportunities. She excelled during the programme and gained many skills. After graduating, she interviewed at Shoppers Stop and got placed as a Data Entry Operator. She is now able to support her family financially.

Through her hard work and dedication, Kiran has not only become independent and confident but also a source of support for her family. Her story is an inspiration to many who face similar challenges in their lives.

## STORIES OF IMPACT



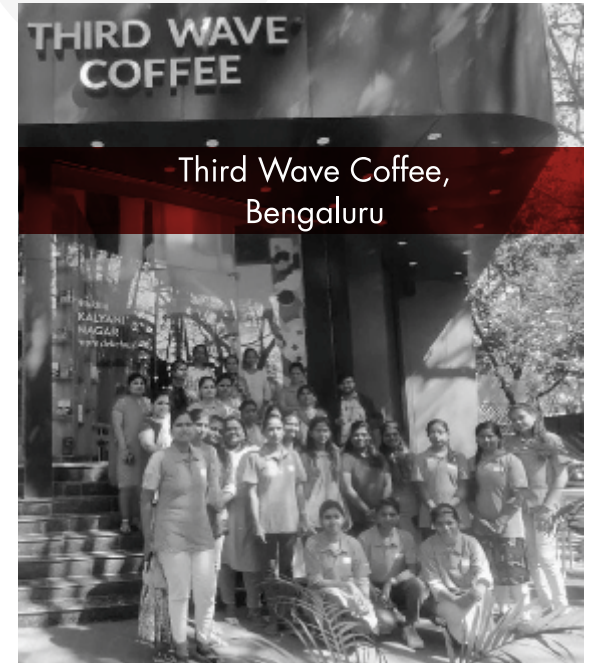
Komal is a 21-year-old from Trilokpuri, East Delhi, who lives with her parents and three siblings. Despite her parents' hard work to make ends meet, they struggled to provide for their children. Witnessing her family's financial struggles, Komal knew she had to step up and help.

During her search for a job, Komal came across the TRRAINHer Ascent programme. The programme not only provided her with the necessary skills but also helped her gain confidence. Komal was able to secure a job at Zivame as a Fashion Consultant.

Komal's determination and hard work have paid off, and she is now able to support her family financially. Her story is a testament to the resilience and strength of individuals who face tough circumstances but refuse to give up.

## ACTIVITIES CONDUCTED

Trainee's Participation in Job Fairs, Exposure Visits, and Donor Visits



## EMPLOYER TESTIMONY

Swapnil Durgule, Chandukaka Saraf & Sons Pvt Ltd

We were extremely impressed by the skillset of the TRRAINHer Ascent trainees. They were well trained in academics (retail specific) by TRRAINHer Ascent. We hope that this association carries on. We are eager and looking forward to empowering many more women with the help of TRRAINHer Ascent.



**SHOPPERS STOP**

Kapila Rathod, Shoppers Stop

We thank TRRAIN team for giving an opportunity to Shoppers Stop, to hire & provide livelihood to Persons' with Disabilities & Women from marginalised communities – as a part of their skilling & livelihood creation programme – TRRAIN PANKH / TRRAINHer. This has strongly helped us as an organisation to build an inclusive & diverse work environment. We take pride in the beneficiary, who have been hired through TRRAIN & have been an inspiration to our associates across the country.



## TATA MUMBAI MARATHON

Tata Mumbai Marathon is an annual international marathon held in Mumbai on the third Sunday of January every year. It is the largest marathon in Asia as well as the largest mass participation sporting event on the continent.

Since 2017, we have participated in the marathon as a charity to raise awareness and funds for our cause. In 2022, under the Champions with Disabilities category **294 of Pankh programme's Persons with Disabilities trainees and alumni** participated. **Mr. B. S. Nagesh** joined them on the track as a buddy and cheered them on. Corporates like **Shoppers Stop, K. Raheja Group, House of Anita Dongre, Hygienic Research Institute and Hexaware Technologies** supported us at Tata Mumbai Marathon with #RunForRetail, having a total of 150 runners participating.



# RETAIL EMPLOYEES' DAY



Retail Employees' Day, celebrated on 12th December every year, stems from the idea of building pride in the retail community. This initiative aims to bring the true heroes of retail, the associates into focus by appreciating and celebrating their hard work.

Retail Employees' Day began in 2011 with around 20,000 retail associates being celebrated to now becoming globally recognised with Turkey, UAE, Philippines and Bangladesh and 27 other countries joining the initiative. In the last 11 years, this day has touched the lives of approximately 24 million retail associates across the globe. It has also garnered the acceptance and recognition of the Indian Government, celebrities, influencers and customers in India.

In 2022 we expressed our gratitude towards the retail associates by saying #CheersToYou. The campaign encouraged not only brands, but also the end customer to thank retail associates for their tireless service. The campaign resonated with retailers and customers globally. Furthermore, this year Intercontinental Group of Department Stores (IGDS) adopted Retail Employees' Day encouraging their partners to celebrate their employees. Department stores such as ERA Department Stores, Jelmoli, Liverpool, Matahari, Selfridges, Steen & Strom, Stockmann, The KaDeWe Group, Al Tayer Insignia and Blue Salon celebrated their employees in their own special way and made their employees feel extremely special.



**31**

Countries

**22**

Million retail employees

**100+**

Malls

**1000+**

Brands

# TRRAIN RETAIL AWARDS

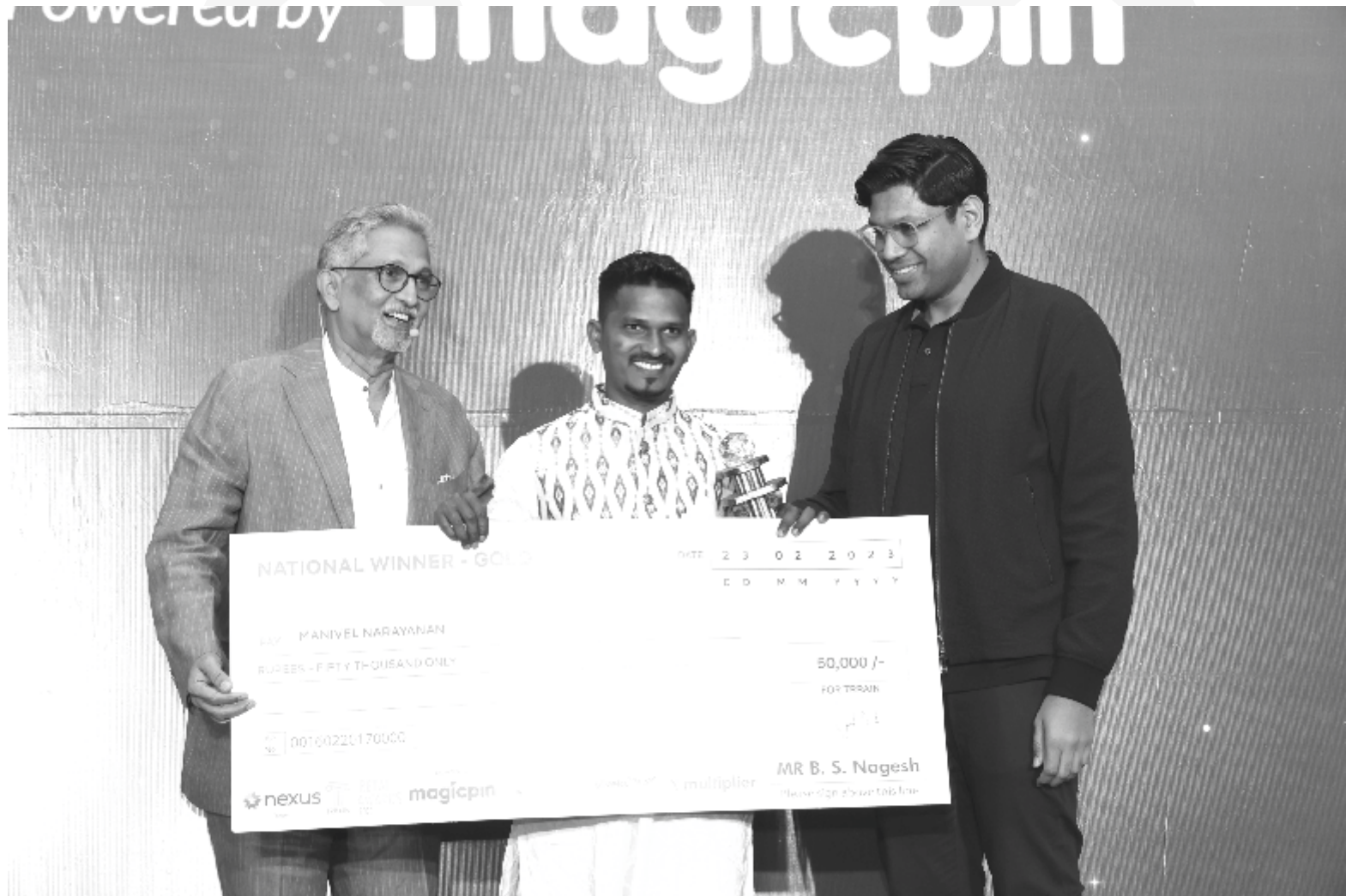


On **23rd February 2023**, we held the 12th edition of **TRRAIN Retail Awards**. The magical evening was lit up by the shining winning stars. Over **300 entries** from more than **160 brands** across India, we finally found **our top 21 individuals** who exceeded everybody's expectations, went beyond their call of duty and delivered customer service excellence.

**Mr. Peyush Bansal, CEO, Lenskart** graced us with his presence as the **Chief Guest** and had an engaging conversation with **Mr. B. S. Nagesh, Founder, TRRAIN**



## TRRAIN RETAIL AWARDS 2023 WINNERS



### National Gold Winner

**Manivel Narayanan, big basket- Mumbai**

Manivel left for work early morning with 29 orders to deliver. Heavy rainfall and roadblocks due to construction work prevented him from delivering one of the orders. Manivel informed the customer, a single mother with elderly parents, who pleaded with him to somehow deliver the order. Understanding the urgency of the situation, decided to fulfill the order despite adverse conditions. With the waterlogged area making it impossible to use his trolley, Manivel carried four 30-kg crates on his shoulders and waded through knee-deep water and obstacles. Despite the difficult circumstances, he delivered the order and was appreciated by the grateful customer for his extraordinary effort and dedication to his job.

## National Winners

Gold

Manivel Narayanan



Silver

Nehal Roche



Bronze

Umesh Patel



## Category Winners

### Apparel & Accessories Category

Birbhan Chandra



Rehaman Lalkhan



Anu Priya



Kanhaiya Paswan



Bapi Das



Varun Kumar



### Department Stores Category Winners

Rashmi Sudhakar Naik

SHOPPERS STOP

### Electronics Category

Thomas Mathew



Parvez Ali



## Specialty Stores Category

Darpan Vyas

Yogendra Mule



## National Winners

Being Human

Nazir Khot



Persons with Disabilities

Murugan



Integrity

Somnath Khan



## HR Initiative Of The Year Award

Inorbit Malls (India) Private Limited | Landmark Group | PUMA Sports



## Inclusive Workplace Of The Year

Inorbit Malls (India) Private Limited | bigbasket



# WE THANK OUR SUPPORTERS



Starbucks



## NOTES FROM INDIVIDUAL DONORS



**Shoma Narayanan,**  
DBS Bank India Ltd.

“With the pandemic upending economies and societies, communities were thrown into an increasingly uncertain and volatile world. DBS Bank India works towards supporting those who may find themselves being displaced by such disruptions by fostering a more equitable and inclusive society. Our collaboration with TRRAIN has allowed us at DBS to support women and Persons with Disabilities by providing them with sustainable livelihood opportunities. It has also been a very fulfilling experience for our employees who actively engaged with the students as volunteers and conducted financial literacy and career guidance sessions.”



**Hoshang Irani**  
Jewelex India Pvt. Ltd.

“Jewelex India Pvt. Ltd. actively sought initiatives in education and vocational training to expand their CSR efforts. The 'Pankh' programme by TRRAIN emerged as an ideal fit, focusing on enhancing the employability of youth with special needs like being Speech & Hearing impaired or Orthopedically challenged.

TRRAIN developed an exceptional programme that effectively mobilised these individuals nationwide, providing essential training for successful employment in the retail sector. Collaborating with renowned retail names, TRRAIN arranged exposure visits and created employment opportunities. This significantly impacted TRRAIN's 'Pankh' programme, empowering Persons with Disabilities (PwDs).


Jewelex India Pvt. Ltd. expressed commitment to supporting TRRAIN'S 'TRRAINHer Ascent' programme, empowering young women in the workforce. Acknowledging limited employment opportunities for PwDs due to mobility and communication challenges, the company wished both programme great success. 'Pankh' instills confidence in PwDs, enabling economic independence, while 'TRRAINHer Ascent' opens employment pathways for young women. Reflecting their CSR commitment, Jewelex India Pvt. Ltd. would offer job opportunities to individuals from the programme.”



# INCOME & EXPENDITURE

TRUST FOR RETAILERS AND RETAIL ASSOCIATES OF INDIA			
Balance Sheet as at March 31, 2023			
Particulars	Schedule	As At 31-03-2023 Amount (Rs.)	As At 31-03-2022 Amount (Rs.)
<b>Sources of Funds</b>			
Trust and Corpus Fund	1	5,86,88,176	5,24,72,539
Reserves and Surplus	2	(3,14,90,747)	(3,77,76,539)
<b>Total</b>		<b>2,71,97,428</b>	<b>1,46,96,000</b>
<b>Application of Funds</b>			
Fixed Assets	3	6,64,669	45,29,508
Investments	4	3,26,36,890	3,54,59,197
<b>Current Assets, Loans and Advances (A)</b>			
Cash & Bank Balances	5	26,42,910	52,42,011
Loans and Advances	6	50,34,270	41,34,020
<b>Less: Current Liabilities and Provisions (B)</b>			
- Statutory Dues	7	30,82,935	9,66,164
- Sundry Creditors, Others, etc.,	8	1,06,98,375	1,46,18,212
- Advances received for PWD/TRRAIN Her Project			1,90,84,361
<b>Net Current Assets (A-B)</b>		<b>(61,04,131)</b>	<b>(2,52,92,705)</b>
<b>Total</b>		<b>2,71,97,428</b>	<b>1,46,96,000</b>
<b>Notes to Accounts</b>		13	
<p>For J.D.Bhagchandani &amp; Co. Chartered Accountants ICAI Firm Registration No - 101105W ICAI UDIN: 2304191386W SQ P2689</p> <p style="text-align: right;"><i>J.D. Bhagchandani</i></p> <p>Jayesh D. Bhagchandani Proprietor Membership No. - 41913 Dated: 28-10-2023 Mumbai</p>		<p>Trust for Retailers and Retail Associates of India - Trustee - Vistra ITCL (India) Limited,</p> <p style="text-align: right;"><i>B. Shekhar</i></p> <p>TRUSTEE</p> <p>Dated: 28-10-2023 Mumbai</p>	

# BALANCE SHEET

<b>TRUST FOR RETAILERS AND RETAIL ASSOCIATES OF INDIA</b>			
<b>Income &amp; Expenditure Account for Year ended March 31, 2023</b>			
Particulars	Schedule	For the Year Ended 31-03-2023 Amount (Rs.)	For the Year Ended 31-03-2022 Amount (Rs.)
<b>Income</b>			
Donations	9	12,37,46,558	7,82,21,678
Sponsorship Fees	10	30,50,847	15,70,617
<b>Other Income</b>			
Interest	11	16,93,828	27,36,777
<b>Total</b>		<b>12,84,91,232</b>	<b>8,25,29,072</b>
<b>Expenditure</b>			
<b>Trust Objects and Project Expenses</b>	12	8,15,59,483	6,15,82,462
<b>General &amp; Administration Expenses</b>			
Employee Cost		2,21,23,460	1,73,01,065
Other Miscellaneous Expenses & Central Support Cost		1,58,05,899	23,52,614
Trusteeship Fees including Governance Cost		21,00,000	23,59,994
Audit Fees		2,36,000	2,05,896
<b>Total</b>		<b>12,18,24,843</b>	<b>8,38,02,031</b>
<b>Excess / (Deficit) of Income over Expenditure Before Tax and Depreciation</b>		66,66,389	(12,72,959)
Depreciation		3,80,597	3,52,503
<b>Excess / (Deficit) of Income over Expenditure</b>		62,85,792	(16,25,462)
<b>Excess / (Deficit) of Income over Expenditure transferred to Reserve Fund</b>		62,85,792	(16,25,462)
<b>Notes to Accounts</b>	13		
<p>For J.D.Bhagchandani &amp; Co. Chartered Accountants ICAI Firm Registration No - 101105W ICAI UDIN: 23041913B4W5QP268</p> <p><i>J.D. Bhagchandani</i> Jayesh D. Bhagchandani Proprietor Membership No. - 41913 Dated: 28.10.2023 Mumbai</p>		<p>Trust for Retailers and Retail Associates of India - Trustee - Vistra ITCL (India) Limited,</p> <p style="text-align: center;"> <i>Bhate</i> TRUSTEE Dated: 28.10.2023 Mumbai</p>	

## 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  
Founder and CEO  
S K Associates



**Shashidhar Sinha**  
CEO, IPG Media Brands  
India



**Suhas Tuljapurkar**  
Managing Partner,  
Legasis Partner



**Vidya Hariharan**  
Director, Vidal Healthcare  
Private Limited

## **WAYS YOU CAN MAKE A DIFFERENCE**



**Gift a future by donating to TRRAIN**



**Celebrate Retail Employees' Day!**



**Recruit Persons with Disabilities  
and Women  
from marginalised backgrounds**



**Participate in the next  
TRRAIN Retail Awards**



*"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.

