

Annual Report 2017 - 18



Akshay Kadam
Working at Star Bazaar

Empowering
People in Retail

CONTENTS



Pg.1

NOTE FROM TRUSTEES



Pg.2

NOTE FROM THE
FOUNDERS DESK



Pg.3

PANKH

DISHA



Pg.17

RETAIL EMPLOYEE'S
DAY



Pg.22



Pg. 28

TRRAIN RETAIL
AWARDS

OUR SUPPORTERS



Pg. 35



Pg. 36

AUDITED
FINANCIALS



Pg. 46

ADVISORY
BOARD

TRRAIN TEAM



Pg. 47



NOTE FROM THE TRUSTEES

TRRAIN is a Trust with a philanthropic objective constituted under the trust deed dated 19th November 2010 and is registered with Income Tax u/s 80 G, 12AA, 35AA exemption and FCRA certified.

Vistra ITCL (India) Limited was appointed as trustee to the trust at the time of incorporation of the trust.

Vistra ITCL (India) Limited as a trustee to TRRAIN is thankful to all the Advisory Board members, all the employees of the trust and contributors for their contribution in the year 2017-18. As trustee to TRRAIN, we present this note on the activities and operations for the FY 2017-18.

The TRUST has actively initiated its programs of Pankh, Retail Employees' Day and TRRAIN Retail Awards. It is a great honour to witness that Pankh has successfully trained 2638 Persons with Disabilities (PwD) this year. Retail Employees' Day 2017 was a grand celebration with employees from India, Turkey and UAE celebrating the day.

The noble initiative even received due recognition from the government with Chief Ministers of various states in India, local associations & celebrities showing their Support.

The trust maintains transparency across all programs. Checks and balances are consistently shared with donors in order to give the maximum benefit to them. Efforts are put to lower the administration costs. Financial audits by partners as well as internal process audits are regularly conducted.

Vistra ITCL (India) Limited as trustee has scheduled standard meetings with the Advisory Board Members where the Implementation Agency has provided the update and their future plans.

Trustee has noted the broad strategy and areas of activity set by the Advisory Board Members for the trust. Vistra ITCL (India) Limited as the trustee has executed all the transactions that are being recommended/approved by Implementation Agency.



NOTE FROM THE FOUNDER'S DESK

I feel privileged and humbled at the same time when I sit back and reflect on the journey of TRRAIN since 2011. Each and every project of TRRAIN has grown multifold in the last 7 years.

However, I realized that coming from the business background we were looking at goals in numbers, work in terms of productivity and organization in terms of a structure whereas our goals should be measured in terms of lives changed and impacts made to the community of retail associates. In the financial year 2017-18 we published an impact report with the help of Accenture and realized that our journey of the last seven years has started showing results by impacting not only the beneficiaries but the families, the community and the retailers.

Retail Employees Day saw many new retailers from tier 2 & 3 celebrating the day with their employees, new malls joined hands with their retailers and appreciated the work done by the retail associates. For the first time TRRAIN had a contingent of 180 people participating the Tata Marathon with the second largest group in the Champions with disability. It not only helped us showcase our cause but also became a very good fund raiser.

A new project for women empowerment under the brand name of Disha and SelectHer was launched and we believe TRRAIN will be able to create a new stream of livelihood creation for the young women of our country from the underprivileged class.

TRRAIN Retail Awards held in Toronto and Cannes apart from India further strengthened our belief that the retail industry has to recognize the service excellence of our associates and honor them and appreciate them for the work they do in serving our customers.

We have expanded the number of center's from where we are training & skilling PWD's. We have also added many new NGO partners to the program.

I am very proud of the impact TRRAIN is creating in the retail community, but I would also like to express my gratitude to the various donors and NGO partners who have supported the cause and partnered with us to take cause further. In the last 7 years more than 250 retailers have joined hands and participated in many of our events as well as taken youth from our livelihood programs.

In order to support the growth while maintaining compliance it was important for us to implement a technology solution to manage the growth of the livelihood program. TRRAIN will continue to invest in processes and technology so that we can scale without losing, sight of compliance and governance.

None of the above would have been possible without the passionate team we have at TRRAIN and their dedication towards creating an impact to bring in change in the lives of the underprivileged youth of our country.

I feel blessed to have been surrounded by such wonderful people whether donors, partners, retailers or colleagues who together have created a great impact in the society. We look forward to the next stage of the journey to reach our ambition to impact 10000 lives every year from 2020 on wards.

Namaskar

Nagesh

THERE'S SOMETHING ABOUT
THE GRADUATES OF
THE PANKH PROGRAM THAT
SETS THEM APART.
IT'S THEIR ABILITY.



Pankh - Wings of Destiny

Pankh, an initiative by Trust for Retailers & Retail Associates of India (TRRAIN) aims to create an inclusive workforce in retail, which leads to sustainable livelihood for Persons with Disabilities (PwDs). The initiative plans to place 10,000 youth every year by 2020.

Since its inception in 2011, the program has been instrumental in creating livelihood for people with disabilities in the retail sector. Over 8000 Persons with Disabilities (PwDs) have been trained and employed in the retail industry under this program with over 150 retailers taking benefit of the same.

Making an organisation truly inclusive needs to be an evolving process. It is essential for organisations to ingrain the philosophy of 'inclusion & diversity' into the fabric of the organisation, amongst diverse group of people, to improve business performance and practices. Research indicates that PwDs have 7% higher productivity rates in comparison to non-disabled employees.

The program now operates from various geographies pan India - Maharashtra, Gujarat, Andhra Pradesh, Tamil Nadu, Karnataka, Punjab, New Delhi, Haryana & UP.

The program also ties up with local NGOs that work with Persons with Disabilities, announce the training and employment specification, and invite youth to participate in the screening session. Through this collaborative model, Pankh has developed a pan India presence.

From understanding the needs of the industry and mapping it to individual capabilities, from creating awareness about inclusion of PwDs amongst industry leaders to ensuring employment opportunities, TRRAIN has moved from strength to strength, with the support of its NGO partners, employers, donors and lastly, our Persons with Disabilities and their families.

IMPACT

No. of Centres



22

No. of youths [PwD] trained



2638

No. of NGO partners



13

Types of disabilities covered



39% youth with locomotor disabilities

58% youths with hearing disability

3% with low vision & others

No. of retailers/employers



150



Saurabh Kharat

Associate Trainee, Reliance Fresh

Surekha Kharat, mother of Saurabh kharata says, my son Saurabh is 18 years old and completed his 10th in 3 attempts. because of his slow learning I used to get a lot worried for his future thinking that he will become a burden to his future after us. But Pankh came to our rescue. With lots of doubts we enrolled him in training. There are many training NGOs who enroll such candidates for training with so many promises to offer a job so we had this thought that Pankh will also do the same. But to our surprise, Pankh training was a really nice experience. Saurabh used to get bored and at times hyper sitting at home. So somebody has to be at home to look after him. However during training he showed very good improvement in his behaviour. He became confidant and very much eager to work to earn for himself. The exposure visit to mall was nice experience and showed us what kind of job Saurabh will be offered. He got selected for Reliance Fresh at Thane store. Initially for a week, I used to drop him at work but now he manages his travel on his own.

Happy Singh says, I was doubtful that he is needed to show everything multiple time how will he work but now he is in completely on his own. He keeps doing his work. Now he understands how to work after telling just once. I am amazed to see, the candidate who used to be explained any work, multiple times is able to travel on his own and continuously at work. We had hired him as part timers but now he works full time. really very good progress.



Mahadev Hanmante

Trainee, Big Bazaar

Mahdev Hanmante is a 22 year old deaf boy from a small village from Latur district in Maharashtra. His father is a painter & sole earner in his family. The annual income of his family was Rs.30,000 & he was struggling to get a job but couldn't find one because of his disability.

He came to know about Pankh through his friends and he didn't even have the money to come to Mumbai. Using his savings and borrowing some money from his friends he came to Mumbai.

Mahadev joined Pankh Santacruz Centre & successfully completed 45 days training. Mahadev is working as a Team Member and earning RS.10,000 per month at Big Bazaar, Dahisar Store.

He said "he doesn't have family and so the Pankh institute members are like his family as they have given him a means of sustenance. He is thankful to Pankh for guidance & Big Bazaar for giving opportunity to prove himself.

NGO PARTNER TESTIMONIAL

“ We can now cater to more people from remote places, since we are now a residential center and can provide food and accomodation. Earlier we were a day center. We have also been able to expand our reach from one center to pan-india. ”

- Ms. Meera Bhatia
Founder, Sai Swayam

“ Not only in the community, but PANKH candidates are also getting recognized by retail organizations. PANKH has helped us overcome several difficulties. Monetary help is provided for travel, mobilizing candidates, trainer salaries, food for candidates, and competition prizes. Qualitative support is provided in the form of constant feedback to the centers to improve their quality like ergonomic classrooms, design ideas, soft-skills training etc. ”

- Mr.Bhaskar, Founder - Abhivruddhi

RECRUITERS TESTIMONIAL

“ They are excellent at customer service and delight. They are also very loyal, and have been with us for more than 5 years. In Aurangabad, we have 6 associates who were from poor background, and are now settled there with their families, and sending their children to school. ”

- Mr. Pavan, Walmart

“ One of our PwDs is promoted to Team Leader because of his superior performance. ”

- Mr. Sudhakar, Trent Hypermarket

“ In one of our stores, a customer who had an SHI ward, noticed that we have PwD employees and was happy to find out retail could also be a channel of employment (for PwDs). We have a positive feedback from stores that PwD staff are good at their work and have routinely been appreciated on their monthly performance. ”

- Ms. Merun Das, Dmart

World Deaf Day (WDD)

The last Sunday of September is observed as World Deaf Day (WDD). To mark this day, on September 30th, TRRAIN conducted movie screenings for our Pankh centres in the presence of a Interpreter to interpret the movie to the students.



International Day of Persons With Disabilities

Celebrated on December 3rd, International Day of Persons with Disabilities is a day dedicated to raising awareness and promoting an understanding of disability issues and mobilizing support for the dignity, rights and well-being of persons with disabilities.

Pankh celebrated the day by organizing – “Junoon”, an art competition at our centres on the most creative ways to create awareness on disability. The students could draw or use craft as a form of their expression.



Students of mysore center showcasing their Art



Art Work by:
Arife, from Bangalore Center



Art Work by:
Nandasree, from Hoskote Center

RETAIL INCLUSION SUMMIT

The second edition of the Retail Inclusion Summit (RIS) was held on March 7th 2018 at Mumbai hosted by TRRAIN, American India Foundation (AIF), & Retailers Association's Skill Council of India (RASCI). It acted as a platform that encouraged employers, leaders and NGO's working in the field of inclusion to exchange ideas on hiring Persons with Disabilities (PwD's) and promoting an inclusive workplace.

The Chief Guest & key note speaker was Ms Shilpi Kapoor, Founder & MD, BarrierBreak who spoke about creating accessible work environment & use of assistive technologies. She also highlighted the fact that with the proper use of technology workplaces can be made inclusive for Persons with Disabilities.



One of the key highlights of the event was the launch of UDAAN – Impact Assessment Report, which is an impact Assessment of Pankh independently done by Accenture for Pankh. The report outlined the impact Pankh has created on the lives of Persons with Disabilities as well as their families both at an economic and non-economic level.



The summit witnessed many HR professionals representing the top retail brands, leaders & NGO's in attendance. The event saw speakers from all arrays of the industrial spectrum, such as Mr. Sajit Menon, Acting Country Director, American India Foundation start the event with his address. Mr. B.S. Nagesh, Founder, TRRAIN, presented key insights into the UDAAN report.

Furthermore we had Mr Vineet Saraiwala from Big Bazaar who spoke about "How Future Group is making all stores friendly for Persons with Disabilities". This was followed by a interesting session by Dr Nidhi Singhal, Director of Research & Training, Action for Autism, who spoke on the topic of "Lessons for India from West for providing inclusive work environment to Persons with Disabilities".



We also had a panel discussion revolving around "Driving Inclusion of stores – Key learnings & challenges" wherein we had Mr Jamshed Daboo, CEO Trent Hypermarkets, Ms Diya Suri, HR Head McDonalds, Mr Ankur Shukla, HR Operations, Reliance Retail & Mr James Raphael, CEO RASCI , the discussion was moderated by Ms Ameesha Prabhu, CEO, TRRAIN.

Manish Kumar, Program Manager - ABLE ,The American India Foundation spoke about Accessibility in the RPWD Act 2016 as an enabler. And finally the event concluded with an engaging session by Ms Shanti Raghavan - Founder , Enable India who extensively spoke on 'New pilots & case studies in retail work force'.



Through this summit, TRRAIN aimed at educating and endorsing hiring Persons with disabilities (PWDs) as a step forward to put an end to disability being the key reason to put the less able at the bottom of the hierarchy. The summit addressed the issue many managers face, in terms of seeking solutions to communicate, train and sensitize their teams, encouraging team work and career progression for the disabled. The Retail Inclusion Summit provided and discussed solutions to the issues that arise whilst connecting recruiters, HR managers with leaders/experts who know how to overcome these challenges.

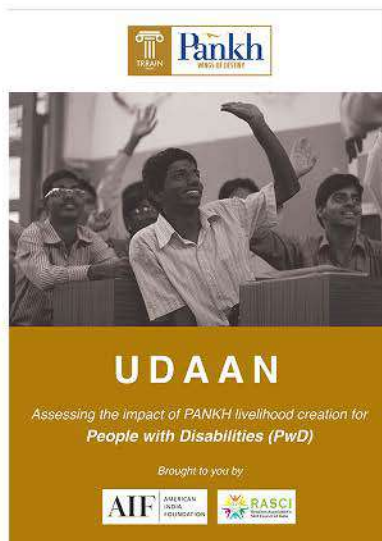
UDAAN - Assessing the impact of Pankh livelihood creation for Persons with Disabilities (PwDs)

In September 2017, Accenture undertook an independent study in order to gain a deeper understanding of the positive impact of Pankh on the lives of Persons with Disabilities.

The study mapped different stakeholders involved in the Pankh ecosystem and collected data from all the stakeholders of Pankh namely Students & their families, NGO Partners, Retail Organisations, Customers. The results of the study have been truly encouraging, displaying a favorable impact on the lives of Persons with Disabilities.

Some key in key impact assessment findings

- 79% increase in employment generation post Pankh
- A 3-x increase in avg. salaries of Persons with Disabilities post Pankh training and placement.
- 66% candidates have shifted from non- salaried to earning members of society.
- 52% candidates witnessed an increase in their Socio-Economic Class (SEC)
- 69% families witnessed a jump in their income brackets with a 42% increase in average family income.





RUNNING A MARATHON
IS ONE PART PHYSICAL
TRAINING. AND THREE PARTS
SILENCING THAT VOICE
IN YOUR HEAD THAT SAYS,
'YOU CAN'T DO IT.'



52533 015 KM CHALLENGE WITH TATA

Run for Retail

The Tata Mumbai Marathon (TMM) is amongst the top ten marathons in the world. The event is not only a platform to test an individual's athletic excellence but also a unique fundraising platform for charities.

TRRAIN in its endeavour to raise funds for creating livelihood for persons with disabilities, has been a participant at the TATA Mumbai Marathon for the past 3 years.

Last year, 193 runners supported TRRAIN at the marathon and participated in #RunforRetail. 3 corporate teams showed their support – Shoppers Stop, K Raheja & Polycab. The marathon served as a great employee engagement activity while promoting the culture of supporting a cause.

TRRAIN was also represented by 86 of our Pankh Students in the Champions with Disability Category and was the second largest contingent in the category.





**CREATING OPPORTUNITIES
FOR UNDERPRIVILEGED
WOMEN IN RETAIL.**

Disha

Disha is a partnership between the India Development Foundation (IDF) and United Nations Development Programme (UNDP) supported by the IKEA Foundation. The project has three main Aims:-

1. To reach out to one million under privileged and vulnerable girls/women and enable them to plan and participate in income generating opportunities through three verticals, which are
 - (a) To train the women for different kinds of jobs and get them placed
 - (b) To give Entrepreneurial training and facilitate them to start their own business (self-employment) and enterprises
 - (c) To give them information about the opportunities available in the market in the field of education, job and enterprise
2. To create and test new models of public private partnership (PPP), which can be more effective than existing models
3. To create a sustainable eco-system for skilling of girls/women. TRRAIN has been appointed as the training partner for this initiative, under the Retail Skills Development Initiative. Our role included content development, classroom training, certification and placement of the candidates.

117

Trainees Trained

11

Recruiters/ Employers



Sunitha Dharavath

Customer Care Associate,
Shoppers Stop

Sunitha comes from a small town in Badrachalam, Telangana. She was raised by her mother, single handed and it was her mother who ensured that she finished her education. After completing her Graduation, Sunitha got to know about the DISHA training in Hyderabad.

She believes it was one of the best decisions of her life to enrol for the DISHA training program, which had a major impact on her, in just 45 days. Her perspective about life, career and many more things have completely changed.

Post completing the program, she got selected to work in Shoppers Stop as a Customer Care Associate. Sunitha is very excited, as she is the first person in her family to work in Hyderabad, in a well-known organization. Her mother and all other family members are very proud of her. Even though it has been less than a month since she has started working, Sunitha is glad that the organisation has been supportive and has been encouraging her to do well. Sunitha wants to continue her career and make a bright future for her and her family. She feels every girl at her hometown should undergo this kind of program, become independent, and take care of their families.

She can't wait for her first pay check, so that she can treat her mother and take care of her in the future!



Pavani Murkandi

Co - Worker, IKEA India

Pavani is a graduate who attended college in Hyderabad on scholarship. After completing her graduation, Pavani was looking for something to do. However she wasn't interested in a desk job. With that in mind, she attended the DISHA mobilisation drive organised in her college and got interested in attending the training and getting a job.

Post the 45 days training, she went through a vigorous assessment center and got selected by IKEA, for their furniture assembly team. This job was totally aligned to her ideal job as she would now be actively involved in assembling furniture, being on the move and interacting with all types of customers.

She joined IKEA in February 2018 and is undergoing intensive training on all aspects of furniture assembly. She is thoroughly her job and is looking forward to a long career with IKEA.

She says that her family has been very supportive of her work and seeing her enjoy her work are in no hurry to get her married.

As for her earnings, she says that her family are saving all her earnings for her future and are refusing to spend any of it towards household expenses.

SelectHER

SelectHER is a women livelihood program, run by TRRAIN in association with GDI and Sattva. J.P.Morgan as a part of their philanthropy supported this program. The plan was to train and provide placement to 100 candidates over the period of one year.

As a part of the SelectHER curriculum, we provide the candidates a very narrow yet specific training. The module consists of 1 week of Basic Retail training followed by 5 weeks of Advance Retail Training. This marks an end to the classroom training post which we map the candidates to the employers based on their areas of Interest. After securing a job with the company, the candidates are required to undergo one month of on the job training post which they have a three month mentorship period. The mentors can help the candidate to grow.

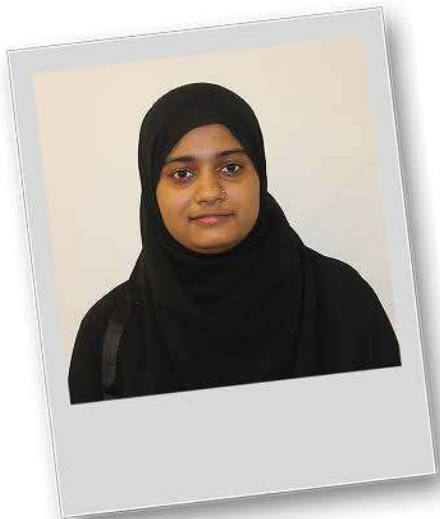
We today are operational in 3 cities. Bangalore, Mumbai and Chennai. Some of the retailers participating in hiring of the candidates from our batches include Fossil, Madura Fashion, Forever New, Arvind Fashion, Shoppers Stop, TCNS Clothing, FabIndia, Starbucks, Reliance Trends etc.

107

Trainees Trained

15

Recruiters/Employers



Nikhat Jahan Chaudhry

Fashion Consultant, W

Nikhat Jahan Chaudhry, a trainee from our first batch of SelectHER is one of the most exceptional stories. She hails from Saki Naka, Mumbai and completed her 10th standard from an Urdu Medium school in the locality. She took her initial training in the career ready program at Antarang Foundation after which she got to know about TRRAIN and the SelectHER Retail training.

She was a bit hesitant to join the training but with counseling from our team, she enrolled for it. It has been more of a passion for Nikhat rather than just a livelihood. She had always dreamt of being a fashion designer and working for a retail brand was like the first step to her journey. The journey hasn't been easy either when she had to stand in front of her family and have a talk to go out and work.

Post the training; she got selected at W as a Fashion consultant. She really liked her job and was hardworking. Impressed with her work, the team at W transferred her to their premium stores called W CO Club Stores at Khar, linking road.

She is enjoying the work and the opportunity she gets at W and thanks SelectHER for training her and giving this opportunity. She still dreams to be a fashion designer and looks forward to learnings at W.

She stands as an inspiration to everyone in her class, other batches and as a role model to all those who want to take a stand for themselves and work towards what they believe in.

A group of men in business attire are gathered around a large, rectangular cake. They are all smiling and looking down at the cake, which is being cut with a knife. The cake is decorated with the 'TWO' logo and the words 'THANK YOU'. The men are dressed in light blue shirts and dark jackets. The background is a dimly lit room with warm lighting.

ONE DAY TO REMIND THE
WORLD THAT TWO WORDS IS ALL
IT TAKES TO PUT A SMILE ON THE
FACES OF FOUR MILLION RETAIL
ASSOCIATES.

THANK YOU

RETAIL EMPLOYEE'S DAY



It feels great to have a day specially dedicated to us. We look forward to this day just like we look forward to Diwali. We have been celebrating this day at Metro for past 5 years. It brings a lot of happiness to us. This day makes us happy and brings new enthusiasm with it.



- Salim Shaikh, Sales Person, Metro Shoes

12th December – A day dedicated to the backbone of the retail industry, retail employees.

The significance of shop floor employees among retail employees is undeniable as they are essentially the 'face' of the business – they hold the relationship with the customer, and the effective engagement of these employees is a fundamental part of successful workforce management.

It is in this spirit that Retail Employees' Day (RED) was started.

6 years on and Retail Employees' Day has touched the lives of 5 million retail employees in India, UAE & Turkey.

The initiative is in partnership with Retailers Association of India in India.

Retail Employees' Day has become one of the top 3 calendar events in the retail industry. Moreover Retailers have understood the impact of Retail Employees' Day on the businesses and have hence started to go an extra mile on this day.

Retail Employee's Day 2017

In India, as many as 700+ organizations and 60+ malls across India celebrated the day by organizing various employee recognition and engagement activities such as cultural programmes, free makeovers, team lunches, and outings with family. The celebrations received messages from brand ambassadors, celebrities from the Indian Film Industry & the Government showing its support to India's 2nd largest industry- retail. The simple action of saying 'Thank You' has reached over 5 million people across India, Turkey, and UAE.

RED 2017 saw participation not only from organisations & brands but also from local stores and small chains of departmental stores.

Few examples of retailers whose celebrations truly reflected the spirit of their Organisations:

Shopper's Stop



Shoppers Stop, one of India's largest department store chains celebrated Retail Employees' Day with great vigour. The team at Shoppers Stop didn't leave any stone unturned. They dedicated the first episode of their Radio to the retail associates on Retail Employees' Day & this episode aired in Service offices & across all stores prior to the store opening.

They also created a video displaying the retail associates at each store with the caption "You make us proud because you are our pride!"

Reliance Digital



Reliance Digital, one of India's largest consumer durables chain, created a video highlighting the journey of a retail associate to a store manager. You can watch the video on the Reliance Digital YouTube Page

Oberoi Mall



Oberoi Mall, apart from the cultural competitions and celebration happening throughout the day, hosted a movie screening for its entire support staff at the newly opened PVR Icon. Arvind brand.

Dhirajsons



Dhirajsons, a chain of departmental stores, in Surat celebrated their first ever Retail Employees' Day in 2017.

They celebrated by hosting a drawing competition amongst their employees. They also collaborated with a local NGO and hosted a blood donation camp for their employees. Local media also covered their celebration.

Baskin-Robbins

Baskin-Robbins is the worlds largest chain of ice cream speciality shops. Baskin-Robbins celebrated Reatail Employees' Day (RED) at all their outlets in india. One of the highlights of their celebration was a letter from the CEO of Baskin-Robbins to all the front end associates of their company.



Other Celebrations



Endorsement & Testimonials



Kishore Biyani
@kishore_biyani

#retailemployeesday BSNagesh started this day and this has become a movement for all us retailers to recognise our people who are up standing for the whole day and treating our customers as gods ,

10:49 PM · 12 Dec 17



Sadhguru ✓
@SadhguruJV

The silent contribution & offering of our millions of shopkeepers & retailers has been immense. Unsung heroes of Bharat. -Sg
#RetailEmployeesDay #RED2017
@rai_india @TRRAINIndia

7:40 PM · 12 Dec 17



Harsh Mariwala ✓
@hcmariwala

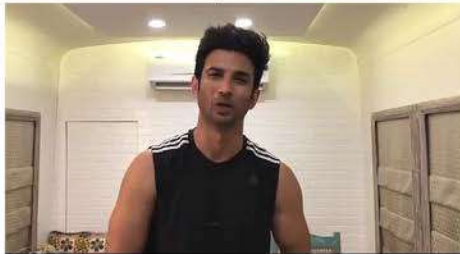
Today 12th December is #RetailEmployeesDay, let's appreciate the work put by 10 million shopkeepers and 43 million retail employees across the nation . #RED2017

6:09 PM · 12 Dec 17



Being Human Clothing
@bebeinghuman

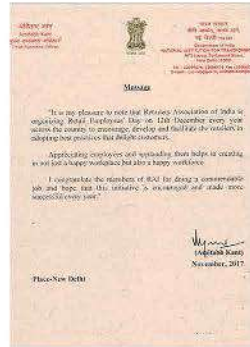
Here's @BeingSalmanKhan with a message to celebrate all our special retail employees, who bring the human touch to Being Human. Here's a shout out to all of you that make sure our values become a reality every single day. Happy #RetailEmployeeDay!



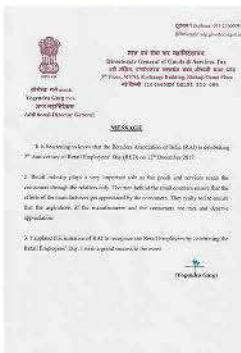
Ministry Support



**Chief Minister, Gujarat
Vijay Rupani**



**CEO, Niti Aayog
Amitabh Kant**



**Additional Director General
Yogendra Garg**



**Minister of commerce and Industry
Government of India
Suresh Prabhu**



**Ministry of Textile and Information
& Broadcasting of India
Smriti Irani**



**Chief Minister, Himachal Pradesh
Virbhadr Singh**



THINK OF IT AS A STAGE FOR THE
HEROES OF ALL THOSE
OUTSTANDING STORIES OF
KINDNESS, GENEROSITY AND
GOING BEYOND THE CALL OF DUTY,
THAT WERE SO LONG UNTOLD

TRRAIN Retail Awards

“ I didn't believe my store manager when he first told me that I had won the TRRAIN Retail Award. When I informed my mom & dad about the award, they got excited more than me. I couldn't sleep for many nights. I felt good that there are people who appreciate the work done by us. We had always heard our seniors get award but this was the first time in my company a store associate had won an award. This really motivates me to give my 200 % in my company.

- Arpan Singh, WOW! Momo
Category Winner, Quick Service Restaurants

TRRAIN Retail Awards, is the only retail award in the country, and probably the world, that recognizes the front-end retail associates for excellence in customer service. With more than 10,000 stories received from 116 cities in 7 years, the awards have not only set a new benchmark for Customer Service in Retail but also impacted the lives of hundreds of retail associates both at work and at home.

We received compelling entries, from over 60 retailers across more than 30 cities and towns in India. The award ceremony 2018 recognized 24 Retail Associates as winners in 5 different categories.

This year Kishore Biyani, group CEO, Future Group & Ms. Ashni Biyani, Director, Future Ideas felicitated the winners in a splendid ceremony along with B S Nagesh, Founder, TRRAIN. The high point of the TRRAIN Retail Awards 2018 was the insightful talk between Kishore Biyani, Ashni Biyani & B S Nagesh. The glittering awards ceremony saw the stalwarts of the Indian Retail industry in attendance and an enthralling performance by Vipul & Sarang.

National Winner Gold - Niitin Baria & Mohd. Irfan, Titan eye Plus



With their sheer ingenuity, the duo invented a new pair of glasses that would provide relief to an aged customer with a drooping eye-lid condition. Their effort helped the old lady reclaim her old passion of writing.

National Winner Silver - Nirmalendu Biswas, Big Basket



Nirmalendu's personality and customer centric approach makes him a client favourite. He took an elderly couple all the way to an ATM so that they could make their bigbasket payments. And while he was at it, he also helped them find a domestic help.

National Winner Bronze - Bhavya Chawla, Hypercity



Bhavya took pictures of all the multi-grain organic flours available in store and sent it to a customer to choose. Bhavya also got package delivered to the clinic where the customer came for her treatment since she couldn't visit the store. And he did all this without even being asked.

Winner Person with Disabilities Category - Ankur Sharma, Max Fashion



Ankur provided excellent customer service to the mother of a hearing and speech impaired girl. The mother wanted to buy the perfect dress for her daughter. Ankur stepped in and communicated with the girl in sign language over a video call, understood her preferences and helped her mother find the right dress.

Winner Being Human Category - Pravin More, INOX



Pravin's presence of mind and timely efforts saved a movie goer's life who suffered a vertigo attack. He arranged for someone to accompany the ailing woman and her husband to the nearest hospital. He also helped the patient's mother reach the hospital.

Winner Integrity Category - Roshan Parab, Kapil's Salon & Academy



Roshan viewed hours of CCTV footage, got the whole team involved and went through the contents of multiple waste bins just to help a customer find the jewellery she had absent mindedly wrapped in tissue while visiting the salon and left behind.

Winner HR Initiative



MARKS & SPENCER

LONDON

kaya™



bb bigbasket
India's largest online supermarket

TRRAIN Inspires Global Counterpart

Established in 1996, MAPIC Awards is a competition that rewards excellence, innovation and creativity in the retail real estate industry. Their newest category, "Customer Service Excellence Award" introduced in association with TRRAIN judges the finest and most enduring customer service stories of sales associates at a global level.

The category saw participation from retailers all over the world and the winner of the 'Customer Service Excellence Award' 2017 was Rosario Lozano Bretone, a sales employee at MediaMarkt Saturn Retail Group, Spain.

Here is the story of his excellent customer service:

Rosario, a trainer at Media Markt Granada works as a sales assistant and is also involved in the Customer Training project. He often used to share his passion for photography with his customers via a training session. So once when a customer was confused about which camera to buy for her daughter, who, she felt, had a flair for photography, asked Rosario for his advice.



At the very moment, one of Rosario's colleague came up with a suggestion for her to buy the camera together along with his training session which would help her daughter in enhancing her talent.

The training helped Marta in improving her skills, and she now plans to start her own business and be a photographer. Training also led to the formation of a nice bond between them and Marta now visits Rosario very often to talk about photography, ask for recommendations, and buy new equipment for her studio.

These trainings have not only benefited the customers, but the store also has observed a positive impact. 32% of the customers that took part in these trainings also bought from the store afterwards. The purchase frequency has increased from 53 to 23 days after the training. Furthermore, there was a rise in the Net promoter score by 10%-15% since the training (Workshops or personalized training) started one year ago.

Other Award Winners

Winner Name	Company	City	Category won
Ravi Mehrotra	Shoppers Stop Ltd.	Pune	Department & Malls
Priyanka Das	Marks and Spencer	Guwahati	Department & Malls
Kavitha T	Lifestyle Stores	Chennai	Department & Malls
Vikash Sah	Manyavar	Deoghar, Jharkhand	Specialty Stores
Hiren Parmar	World of Titan	Mumbai	Specialty Stores
Chethan K	Ruosh	Bangalore	Specialty Stores
Syed Irfan	Levi Strauss	Bangalore	Specialty Stores
Rahul Singh	Unlimited	Noida	Specialty Stores
Arpan Singh	Wow Momos	Howrah	Quick Service Restaurants
Arrola Siva	Graviss Foods Pvt. Ltd (Baskin Robbins)	Telangana	Quick Service Restaurants
Narender	Dunkin Donuts	New Delhi	Quick Service Restaurants
Faizal Hussain	Star Bazaar	Mumbai	Food (Super & Hyper)
Manjunath	Big Bazaar	Bangalore	Food (Super & Hyper)
Papiya Dutta Purkayastha	Vodafone	Assam	Retail Services
Rajesh O	Wonderla Holidays Ltd	Kerala	Retail Services
Ramprakash Suryawanshi	Titan Eyeplus	Bilaspur, Chattisgarh	Special Jury Award
Dhruv narayan Kanaujia	V mart	Gorukhpur, UP	Special Jury Award



OUR SUPPORTERS

Thank you a million Times –

To every sponsor, donor, partner, participant, supporter, volunteer, behind the scenes worker, a heartfelt thank you from TRRAIN and millions of Retail Employees across India and the world.

You have impacted our lives in ways that you couldn't even imagine! This would not have been possible without your trust in us.

Thank you for making all our initiatives the success they are today.

Our efforts in 2016-17 would not have achieved the scale they have without the support of:

Accenture Solutions Pvt Ltd

Ajmera realty & Infra India Ltd

Amercian India Foundation Trust

Avacado Properties & Trading (India) Pvt Ltd

Avenue Supermarts Ltd (D Mart)

B S Nagesh

Bala Chaitanya Deshpande

Being Human - The Salman Khan Foundation

Biba Apparel Pvt. Ltd

Capillary Technologies India Pvt Ltd

Deal Global Fashions Pvt Ltd

Go Fashion India Pvt Ltd

Hexaware Technologies Ltd

Images Multimedia Pvt Ltd

Jai Shivshakti Health & Educational Foundation

Legasis Services Pvt. Ltd.

Lifestyle international Pvt Ltd

Multiples Alternate Assets Management Pvt Ltd

Nextgen Project Management Systems Pvt. Ltd.

Panda Retail Pvt Ltd

Pooja Nagesh

Reed Exhibition (A unit of RELX India Pvt. Ltd.)

Retailers Association's Skill Council of India (RASCI)

Salil Desai

Sharada Health & Educational Foundation

Shopper Shop Ltd

Skechers South Asia Pvt Ltd

Tech Mahindra Foundation

The American India Foundation Trust

The Hongkong and Shanghai Banking Corporation Ltd

Trent Hypemarket Pvt Ltd

Trion Properties Pvt Ltd

United Nations Development Programme

United Way Mumbai

Vivek Pvt. Ltd.

WAOS Technology Pvt Ltd



AUDITED FINANCIALS 2017-18

REPORT OF THE AUDITORS TO THE TRUSTEES OF TRUST FOR RETAILERS AND RETAIL ASSOCIATION OF INDIA

1. We have audited the attached Balance Sheet of TRUST FOR RETAILERS AND RETAIL ASSOCIATES OF INDIA (the "Trust") as at March 31, 2018, and also the Income and Expenditure for the year ended as on that date, which is in agreement with the books of Account maintained by the Trust. These financial statements are the responsibility of the Management. Our responsibility is to express an opinion on these financial statements based on our audit.
2. We conducted our audit in accordance with the auditing standards generally accepted in India. Those Standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.
3. Further, we report that:
 - I. We have obtained all the information and explanations, which to the best of our knowledge and belief were necessary for the purposes of our audit;
 - II. In our opinion, proper books of account as required by law have been kept by the Trust so far as appears from our examination of those books;
 - III. The Balance Sheet and Income and Expenditure Account dealt with by this Report are in agreement with the books of account;
 - IV. In our opinion and to the best of our information and according to the explanations given to us, the said accounts read together with the Notes thereon, give a true and fair view in conformity with the accounting principles generally accepted in India:
 - a) In the case of the Balance Sheet, of the state of affairs of the Trust as at March 31, 2018, and
 - b) In the case of Income and Expenditure Account, of the Surplus of the Trust for the year ended on that date.

For J.D.Bhagchandani & Co.
Chartered Accountants
Firm Registration No. 101105W
(Jayesh D. Bhagchandani)

Place : Mumbai
Date : June 27, 2018

Name of the Trust:
TRUST FOR RETAILERS AND RETAIL ASSOCIATES OF INDIA

Balance sheet as at 31 March 2018

Particulars	Schedule	31-Mar-18 Amount (Rs.)	31-Mar-17 Amount (Rs.)
Sources of Funds			
Trust and Corpus Fund	1	4,36,94,733	4,13,61,768
Reserves and Surplus	2	51,89,499	1,72,48,948
Unsecured Loan	3	-	3,00,000
Total		4,88,84,232	5,89,10,716
Application of Funds			
Fixed Assets	4	3,68,293	2,63,984
Investments (Long term)	5	4,47,50,000	5,06,69,810
Current Assets, Loans and Advances (A)			
Cash & Bank Balances	6	36,60,191	91,07,674
Loans and Advances	7	1,03,04,033	63,23,457
Less: Current Liabilities and Provisions (B)			
Current Liabilities - Statutory Dues	8	3,56,137	2,09,897
Provisions towards Sundry Creditors	9	98,42,147	72,44,313
Net Current Assets (A-B)		37,65,939	79,76,922
Total		4,88,84,232	5,89,10,716

The schedules referred to above form an integral part of this Balance Sheet.

Notes to Accounts

12

For J.D.Bhagchandani & Co.

Chartered Accountants

ICAI Firm Registration No - 101105W

For Vistra ITCL (India) Limited

Trustee of Trust for Retailers and Retail Associates of India

Jayesh D. Bhagchandani

Proprietor

Membership No. - 41913

Mumbai, June 19, 2018

TRUSTEE

Mumbai, June 19, 2018

Name of the Trust:
TRUST FOR RETAILERS AND RETAIL ASSOCIATES OF INDIA

Income & Expenditure Account for the year ended March 31, 2018

Particulars	Schedule	31-Mar-18 Amount (Rs.)	31-Mar-17 Amount (Rs.)
Income			
Donations	10	3,06,19,466	3,96,33,746
Sponsorship Fees		90,46,880	61,50,000
Training Fees		5,000	-
Other Income			
Interest	11	33,02,652	25,69,107
Total		4,29,73,998	4,83,52,853
Expenditure			
Trust Objects and Project Expenses			
Pankh Project Expenses (Livelihood for Persons with Disability)		3,65,53,384	2,63,56,760
Disha Project Expenses (Livelihood for Women)		14,91,224	-
SelectHER Program Expenses (Livelihood for Women)		1,10,31,603	-
Retail Inclusion Summit		4,90,207	4,89,862
Trust Promotion Expenses		28,04,309	23,81,062
Retail Awards Event and Retail Day Expenses		14,33,343	24,89,234
General & Administration Expenses			
Trusteeship Management fees		6,00,000	6,00,000
Audit Fees		1,06,200	85,217
Professional & Advisory Fees		95,580	-
Other Miscellaneous Expenses		2,42,111	26,287
Total		5,48,47,962	3,24,28,422
Surplus of Income over Expenditure Before Tax and Depreciation		(1,18,73,963)	1,59,24,431
Depreciation		1,85,485	87,302
Surplus/(Deficit) of Income over Expenditure Before Tax		(1,20,59,448)	1,58,37,129
Surplus/(Deficit) of Income over Expenditure transferred to Fund		(1,20,59,448)	1,58,37,129

Notes to Accounts

12

For J.D. Bhagchandani & Co.
 Chartered Accountants
 ICAI Firm Registration No - 101105W

For Vistra ITCL (India) Limited
 Trustee of Trust for Retailers and Retail Associates of India

Jayesh D. Bhagchandani
 Proprietor
 Membership No. - 41913

TRUSTEE

Mumbai, June 19, 2018

Mumbai, June 19, 2018

Name of the Trust:
TRUST FOR RETAILERS AND RETAIL ASSOCIATES OF INDIA
 Schedules for thge year ended March 31, 2018

Schedule 1: Trust and Corpus Funds	31-Mar-18 Amount (Rs.)	31-Mar-17 Amount (Rs.)
Opening Balance	4,13,61,768	4,01,17,946
Contributions Received for the Trust Objects	30,06,686	19,78,480
Total [A]	4,43,68,454	4,20,96,426
Utilisation		
Expenses incurred towards the Trust Objects [B]	6,73,721	7,34,658
Closing Balance [A - B]	4,36,94,733	4,13,61,768

Schedule 2: Reserves and Surplus	31-Mar-18 Amount (Rs.)	31-Mar-17 Amount (Rs.)
Opening Balance	1,72,48,948	14,11,819
Add: Excess of Income over Expenditure	(1,20,59,448)	1,58,37,129
Closing Balance	51,89,499	1,72,48,948

Schedule 3 : Unsecured Loan	31-Mar-18 Amount (Rs.)	31-Mar-17 Amount (Rs.)
Short Term Loan from Settlor Mr. B. S. Nagesh	-	3,00,000
Closing Balance	-	3,00,000

Schedule 5 : Investments	31-Mar-18 Amount (Rs.)	31-Mar-17 Amount (Rs.)
Deposits		
Fixed Deposit - HDFC Bank Limited	1,25,00,000	1,69,19,810
Fixed Deposit - HDFC Limited	2,22,50,000	2,37,50,000
Bonds		
Government Of India Bonds (8%)	1,00,00,000	1,00,00,000
Closing Balance	4,47,50,000	5,06,69,810

Schedule 6 : Cash and Bank Balances	31-Mar-18 Amount (Rs.)	31-Mar-17 Amount (Rs.)
Bank Balance - HDFC Bank - Current Account	33,19,295	91,03,071
Bank Balance - HDFC Bank - FCRA Account	3,16,848	-
Cash on Hand	24,047	4,603
Closing Balance	36,60,191	91,07,674

Schedule 7 : Loans and Advances	31-Mar-18 Amount (Rs.)	31-Mar-17 Amount (Rs.)
Sundry Debtors Receivable	12,28,795	35,16,214
Service Tax Cenvat Credit Receivable	-	19,95,710
Krishi Kalyan Cess Credit Receivable	-	13,780
Advance for IKEA Project	16,27,957	-
GST Receivable *	42,95,630	-
TDS Receivable	14,55,182	7,97,753
Interest Receivable - on Fixed Deposits	16,96,469	-
Closing Balance	1,03,04,033	63,23,457

* GST Receivable includes CENVAT and Krishi Kalyan Cess amounting to Rs. 27,25,764/-

Schedule 8 : Current Liabilities	31-Mar-18 Amount (Rs.)	31-Mar-17 Amount (Rs.)
TDS Payable	3,56,137	2,06,397
Swachh Bharat Cess Payable	-	3,500
Closing Balance	3,56,137	2,09,897

Schedule 9 : Provisions	31-Mar-18 Amount (Rs.)	31-Mar-17 Amount (Rs.)
Provision for Audit fees	97,200	76,500
Provision for Expenses	97,44,944	71,67,813
Closing Balance	98,42,147	72,44,313

Schedule 10 : Donations	31-Mar-18 Amount (Rs.)	31-Mar-17 Amount (Rs.)
- Donations received for People with Disabilities in Retail Projects	1,42,10,202	2,32,13,936
- TRRAIN Retail Awards Program	5,00,000	-
- Donation for SelectHER Programme from FCRA Contributors	1,54,09,264	1,59,19,810
- Women Empowement Project	5,00,000	5,00,000
Closing Balance	3,06,19,466	3,96,33,746

Schedule 11 : Sponsorship Fees	31-Mar-18 Amount (Rs.)	31-Mar-17 Amount (Rs.)
- Funds received from Sponsors for People with Disabilities in Retail Projects	54,00,000	2,32,13,936
- TRRAIN Retail Awards Program	25,00,000	-
- IKEA Project	3,96,880	1,59,19,810
- Retail Inclusion Summit	7,50,000	5,00,000
Closing Balance	90,46,880	3,96,33,746

Schedule 11 : Interest	31-Mar-18 Amount (Rs.)	31-Mar-17 Amount (Rs.)
- Fixed Deposits	25,02,652	25,39,218
- Income Tax Refund	-	29,889
- Interest on 8% GOI Saving Taxable Bond	8,00,000	-
Closing Balance	33,02,652	25,69,107

Name of the Trust:
TRUST FOR RETAILERS AND RETAIL ASSOCIATES OF INDIA

Schedule 4 - Fixed Assets

Description of assets	Gross block			Depreciation For the Year	Net Block As at March 31, 2018
	Opening Balance as at April 01, 2017	Additions before September 30, 2017	Additions after September 30, 2017		
Tangible assets					
Furniture and Fixtures	31,914	-	26,400	4,511	53,803
Computers & Accessories	62,323	1,30,332	1,33,062	1,55,512	1,70,205
Office Equipments	1,69,746	-	-	25,462	1,44,284
Total	2,63,983	1,30,332	1,59,462	1,85,485	3,68,293
Total - (Previous Year)	2,04,225	32,000	1,15,060	87,302	2,63,983

Name of the Trust:

TRUST FOR RETAILERS AND RETAIL ASSOCIATES OF INDIA

Schedule 12 - Significant Accounting Policies and Notes to Account

1 Significant Accounting Policies

General

1.1 The Financial Statements are prepared on the historical cost convention basis and are in conformity with the statutory provisions and practices prevailing and are in accordance with the Generally Accepted Accounting Principles.

Uses of estimates

1.2 The preparation of Financial Statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent liabilities at the date of the Financial Statements and the results of operations during the reporting period end. Although these estimates are based upon management's best knowledge of current events and actions, actual results could differ from these estimates.

Investments

1.3 Investments that are not readily realisable and intended to be held for more than a year are classified as long-term investments. Long-term investments are carried forward at cost. However, the provision for diminution in value is made to recognise a decline other than that of temporary nature in the value of the investments.

Income & Expenditure

1.4 The Trust recognises income & expenditure on an accrual basis except as stated otherwise.

Provisions

1.5 A provision is recognized when an enterprise has a present obligation as a result of past event; it is probable that an outflow of resources will be required to settle the obligation, in respect of which a reliable estimate can be made. Provisions are not discounted to its present value and are determined based on best estimate required to settle the obligation at the Balance Sheet date. These are reviewed at each Balance Sheet date and adjusted to reflect the current best estimates.

Trust Fund/ Corpus

- 2 Contributions received from the Contributors is being appropriated towards the Corpus/Trust Fund being the main objectives of the Trust.

The Trust has received Contributions as on March 31, 2018 amounting to Rs. 426.78 Lakhs (Previous Year - Rs.477.72 Lakhs) towards the Objects of the Trust. During the year, the Trust has utilised / applied sums amounting to Rs. 557.35 Lakhs (Previous year - Rs.331.37 Lakhs) towards the objects of the Trust and such expenses are appropriated from the said available Corpus including internal accruals from previous period. In addition to the above, a sum of Rs. NIL (Previous Year - Rs.141.70 Lakhs) has been invested in Fixed Deposit as per statutory requirements towards application of the Corpus proceeds received during the year and as informed by the Trustees the same will be utilised for future applications towards the Objects of the Trust.

- 3 Contingent Liability

The Trust has a contingent liability of Rs.148,811/- (Previous Year - Rs. 48,535/-) as on the Balance Sheet date on account of TDS defaults and the same are not recognised in the Financial Statements. As per information and explanations, the aforesaid sum is pending confirmation for reconciliation and validation with Tax authorities and shall be paid on actual settlement of such dues.

- 4 Figures have been re-arranged, re-classified and re-grouped wherever found necessary.

For J.D.Bhagchandani & Co.
Chartered Accountants
Chartered Accountants
ICAI Firm Registration No - 101105W

For Vistra ITCL (India) Limited
Trustee of Trust for Retailers and
Retail Associates of India

Jayesh D. Bhagchandani
Proprietor
Membership No - 41913
Mumbai, June 19, 2018

Trustee

Mumbai, June 19, 2018

Name of the Trust:
TRUST FOR RETAILERS AND RETAIL ASSOCIATES OF INDIA

Donation amount received as Corpus up to March 31, 2018		FY 11-12	FY 12-13	FY 13-14	FY 14-15	FY 15-16	FY 16-17	FY 17-18	CUMULATIVE
Particulars		Amount (RS)	Amount (RS)	Amount (RS)	Amount (RS)	Amount (RS)	Amount (RS)	Amount (RS)	Amount (RS)
	Amount Received as Corpus from Donors	1,16,01,705	1,28,01,200	1,38,61,000	76,38,000	1,65,70,550	19,78,480	30,16,686	6,74,67,621
(A)		1,16,01,705	1,28,01,200	1,38,61,000	76,38,000	1,65,70,550	19,78,480	30,16,686	6,74,67,621
	Corpus Utilised towards Charitable Object from Corpus	1,02,59,304	36,31,050	42,10,127	16,06,503	26,57,525	7,44,658	6,73,721	2,31,09,167
(B)		1,02,59,304	36,31,050	42,10,127	16,06,503	26,57,525	7,34,658	6,73,721	2,30,99,167
	Annual Total (A)-(B)	13,42,401	91,70,150	96,50,873	60,31,497	1,39,13,025	12,43,822	23,42,965	4,36,94,733

For Vistra ITCL (India) Limited
Trustee of Trust for Retailers and Retail Associates of India

Trustee / Authorised Signatory
Mumbai, June 19, 2018

THE TRRAIN TEAM



Standing from left to right : Pooja Nagesh, Vishal Singh, Adarsh Bagaria, Shrot Katewa, Ganesh A, B S Nagesh, Sardar Ahmed, Satyam Palaspagar, Abhijit Rao, Girish Ingle.

Sitting from left to right : Jisha Menon, Arshi Hussain, Binoli Patil, Ameesha Prabhu, Nancy Desai, Pallavi Nagesh.

Bottom row left to right : Swati Sontakke, Nivete Rodrigues, Akash Vishwakarma, Ashish Yadav.

ADVISORY BOARD

ANUJ PURI	Chairman at ANAROCK Property Consultants Private Limited
BALA DESHPANDE	Senior Managing Director, New Enterprise Associates (India) Pvt Ltd
HARIT NAGPAL	MD & CEO, Tata Sky
PINAKIRANJAN MISHRA	Ernst & Young LLP - Partner & Sector Leader, Consumer Products & Retail - India
ROHIT SRIVASTAVA	Chief Strategy Officer, Contract India
SUHAS TULJAPURKAR	Managing Partner, Legasis Partners
SHASHIDHAR SINHA	CEO, IPG Media Brands India
SHALINI KAMATH	Senior HR Professional
SHIVANI MEHTA	Senior Director, Kherwadi Social Welfare Association
VIDYA HARIHARAN	Director, Vidal Healthcare Pvt Ltd

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