



em
POWERED
help someone do the unthinkable





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POWERED

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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 exemption and 12AA exemption.

IL&FS Trust Company Limited (ITCL) was appointed as trustee to the trust at the time of incorporation of the trust.

ITCL as 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 2015-16. As trustee to TRRAIN, we present this note on the activities and operations for the FY 2015-16.

The Trust has actively initiated its programmes of Pankh, Retail Employee's day, TRRAIN Retail awards. It brings an honor to witness that number of people trained in Pankh were around 1213 covered in 15 cities and 8 states. Retail Employee's day was celebrated with a zest and best wishes were received from the Prime Minister and renowned celebrities like Salman Khan, Virat Kohli, Boman Irani and so on. There was an increase in number of people trained in Aptech approximately 5000 associates were trained in this financial year. This was possible because of the support and contributions of dedicated employees and Implementation Agency under the management of Advisory Board Members.

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.

ITCL as trustee has scheduled standard meetings with the Advisory Board members where 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 ITCL as the trustee has executed all the transactions that are being recommended/approved by Implementation Agency.

IL&FS TRUST COMPANY LIMITED

FROM THE FOUNDER'S DESK



B.S NAGESH

Once again it's time to reflect on the last five years of our journey at TRRAIN with specific focus on the year gone by. In the April board meeting when I mentioned that TRRAIN has turned five years old, all the board members were surprised as it looked like just yesterday when the foundations of the organization was laid. We've completed five years nurturing a start up with the sole objective of empowering people in retail. Today TRRAIN is a national organization getting recognition and appreciation globally with its many impactful programs launched and scaled during the last 5 years. I am proud that the board members, donors, patrons, retail fraternity, my colleagues and the society have come together to nurture this small enterprise with a big vision.

When we began in early 2011, all we had was enthusiasm, commitment and a vision to “empower people in retail in India”. So while we started by focusing on critical issues, we addressed these through initiatives that would not just recognize and reward those who belonged to the retail industry, but also instill a feeling of pride and self-worth. So we created milestone events and programs such as Pankh, which opened up a whole new world of opportunities for People with Disabilities (PwD), Retail Employees' Day, TRRAIN Retail Awards and an Education Program to upgrade skill sets through recognized and affordable programs.

I am particularly proud of the fact that the organization capabilities are being built independent of the founder with professionals who are working towards creating a social enterprise which will have a lasting impact on the society as well as the industry. With the use of technology we are building an organization, which cannot only scale up but will also have the highest level of governance and transparency.

Retail Employees' Day was once again celebrated across Turkey and India impacting over 4 million retail employees together. From an initial 30 odd companies in 2011, we saw over 300 companies celebrating this day.

Companies are now creating special initiatives that extend beyond one day to a week's celebrations and linking this to their employee engagement calendars. We were encouraged when brands joined the celebrations, Chief Ministers of various states sent us congratulatory messages and the icing on the cake was when we received a letter from the Prime Ministers office congratulating the retail fraternity. When we started the TRRAIN journey, we aimed to be catalysts of change in the retail industry. However the impact is crossing boundaries and has started impacting the value chain of retail. Retail Employees' Day made this dream come true. Our dream of the world celebrating Retail employee's day does not look far-fetched.

In fact, in the last five years, we have seen some amazing stories of service excellence at the TRRAIN Retail Awards. We were amazed at the lengths our associates would go to, to create exceptional customer delight to make a difference to the customer experience. These people served beyond their call of duty, braving all circumstances. As catalysts, our ultimate goal is to impact long-term change by advocating solutions at various forums. It is but natural that we will constantly create new knowledge to address and overcome industry challenges. We were blessed to have Sadhguru as our Chief guest for the TRRAIN Retail Awards 2016. His thoughts on service, leadership and excellence added to our efforts of building a community with customer centricity as the focus. Brian Tellis as a host and RAI(Retailers Association of India) as a partner delivered a memorable award ceremony function.

Our initiative for People with Disabilities, Pankh, is helping bridge the gap for skilled labour. In its first year, we successively trained 21 youth with 3 to 4 companies supporting our initiative. Today, this number has jumped astronomically to 2800 people employed by over 75 retailers across the country. What is even more encouraging is the encouragement these retail associates receive from customers and industry, so much so that we often find a placement opportunity even before we have completed a batch. New donors and sponsors who are willing to support our "Pankh" initiative encourage us and we are confident that "Pankh" will soar new heights, true to its byline "wings of Destiny".

2015-16 has been a remarkable year for our TRRAIN-Aptech initiative. With more than 5000 youth trained during the year we have crossed the 10000 mark and 100000 hours of training delivered. From one off programs for our retailers we have started delivering yearlong programs in partnership with retailers. In the coming year, we intend to focus on sustaining these initiatives.

I am happy that my resources did not dry up during the early part of incubation of TRRAIN and all projects have passed the initial tests and have showed the promise to scale and sustain. With more corporates and HNI's joining hands, TRRAIN has the ability to become a meaningful national organization with high impact on the retail community. We believe if every retailer enlists TRRAIN as their charity of choice, then our mission of being catalysts in the industry will achieve even more impetus. We will then truly be for the industry, by the industry.

Our teams across the country have deliberately been kept small and tight to ensure more focus on achieving impact and less on administrative costs. No organization can be successful without the efforts put by employees and volunteers. I would like to thank all my colleagues who have believed in our mission and vision and put their might behind TRRAIN.

I thank each and every one of you who has supported us in our fabulous journey. Yes, we have achieved a lot, but not enough. If we as an industry come together and move the needle by just 1%, we will create a large impact.

Helping Persons with Disabilities spread their wings- now more than ever before!



Pankh
Wings of Destiny

A TRAIN - YOUTH4JOBS INITIATIVE



PANKH

Pankh, a joint initiative by TRRAIN (Trust for Retailers & Retail Associates of India) and Youth4Jobs Foundation aims to create an inclusive workforce in retail, which leads to sustainable livelihood for Persons with Disabilities (PwD's).

Since its inception in 2011, the program has been instrumental in creating livelihood for people with disabilities in the retail sector. Over 2800+ Persons with Disabilities (PwD's) have been trained and employed in retail industry under this program with over 80 retailers taking benefit of the same.

It is of utmost importance for companies to realize that hiring person with disabilities not only brings about a social change but also has a significant positive impact on the individual's self-worth and confidence to face any hurdle.

With each passing year, as we stride to train more differently abled individuals, Pankh has spread its wings into new geographies with partner Youth4Jobs Foundation in Coimbatore, Chennai, Nagpur, Kolkata and Ranchi.

The program also partners with various NGOs at regional levels and conducts its training program through the partner. The new partner NGO's associated pan India in 2015-16 are Sai Swayam Society in Delhi, Sama Foundation in Devenahalli, Bangalore, Navjivan Trust in Rajkot and the Rotary Deaf school in Nadiad where 41 youths have already been trained.

From understanding the needs of the industry and mapping it to individual capabilities, from creating awareness about PwD amongst industry leaders to ensuring employment opportunities, TRRAIN has ploughed on, one challenge at a time thanks to its inspiring NGO partners, prospective employers, donors and the Persons with Disabilities and their families.

IMPACT

No. of centres



No. of youths
(PwD) trained



No. of NGO partners



Types of disabilities covered



No. of retailers/employers



PANKH: CREATING A SMOOTH RUNWAY FOR SOARING HEIGHTS



MANGESH GAIKWAD

Pankh Smart Center
Santacruz, Mumbai

For some, life may go on as a breeze. But Mangesh's story is different. Born and raised in Mumbai, he witnessed struggle from a very young age. Both his parents being uneducated, were struggling to make ends meet. Mangesh, born with hearing disability, was completely dependent on his older sister and with her encouragement and support, he completed his secondary education. Soon his sister got married and he realized that being independent was the only answer to each one of them surviving.

One day, his father's friend suggested the Pankh Training program for people with disabilities. This was the turning point in Mangesh's life. He enrolled for the 45 day training and on the completion of his training, he was offered a job at D-Mart as a sales associate. He now supports his family financially and his manager is always in praise of his commitment to work, his dedication and sincerity. His cheerful attitude is appreciated and his colleagues are very happy to have him on their team. Each passing day reminds Mangesh of his achievement of overcoming his disability and proving that he too can taste success in life.



ARVIND KADHANE

Pankh Smart Center
Santacruz, Mumbai

Arvind Kadhane, with 100% speech and hearing impairment enrolled himself at the Pankh Smart center in Mumbai with a desire to be independent and fulfill his dreams and aspirations. He was a very hard working student from the beginning and his hard work paid off when he got hired as a fashion associate at Pantaloons in March 2016.

Within months of his joining, his associates and his manager were very impressed by him. His reporting manager is very happy with his performance as he is sincere, hard working and committed. She wants him to continue working with her.

Arvind has not only received compliments from his co-workers but also his customers. Recently, Arvind noticed a customer and approached to help them. The customer was not aware of his disability yet he helped the customer in finding what they were looking for. He ensured that they found the correct size of the garment. The customer was accompanied by her two children, and was finding it difficult to shop by herself. Arvind noticed this and accompanied them till the end of the purchase. In her words, “Had Arvind not been this helpful, we would have walked out of Pantaloons as irritated customers. This is truly incredible customer service”

Not only the customer, but Pantaloons was very impressed by his customer service and he was recently awarded the ‘Fashion Associate star award’ for the month. Hearty congratulations to Arvind!



NEELAMMA

Pankh Center
Alamba Bangalore

21-year-old Neelamma was born and brought up in Mahadevpura village of Chitradurga District. At the tender age of 2, she was severely affected by polio due to which she lost strength in both her legs. Neelamma's father Ramanjaneya is speech and hearing impaired and suffers from alcoholism.

Neelamma is the eldest daughter and has two other siblings who look after the family expenses.

In spite of all these troubles, Neelamma successfully completed her PUC. Through a community mobilization that took place, she came to know about the Pankh training program and enrolled herself for the same. Initially her parents were hesitant to send her to Bangalore for the 60 day residential training program but were later convinced by the community mobilizer.

Prior to joining Pankh, Neelamma was working as a self-help group leader with a monthly salary of Rs.2000.

She was determined that this was a stepping stone for her to build her confidence and career. Neelamma worked hard and was trained in computer basics, basic english communication, life skills and retail modules. Her favorite course is computers (She learnt about Microsoft Word and Excel and improved her typing speed).

After successful completion of her course, she was hired as a customer service associate at Hypercity Kundanahalli in Bangalore with a monthly salary of Rs. 8500!

Neelamma wants to continue working in Hypercity for a long time and wants to save enough money to take care of her parents and siblings. She wants to thank Pankh and Hypercity for giving her the opportunity to get trained and work in the retail sector.

WORLD DEAF DAY CELEBRATIONS

The last Sunday of September is observed as World Deaf Day (WDD). To mark this day, on September 28th, TRRAIN conducted an awareness program amongst general public to create cognizance and general appreciation for persons with disabilities.

Celebrations took place in Ahmedabad, Vadodara, Mumbai and Bangalore. Pankh students and the mall management at Inorbit Mall and Alpha One Mall actively participated in the event.

With the aim of sensitizing people about the deaf community, the campaign saw a flash mob with the WDD song performed by 40 speech and hearing impaired people in sign language.

This was followed by a skit that was based on how the deaf are treated in society and their struggle for jobs. A sign language contest to help the common man communicate better with deaf people wrapped the evening.

The celebrations were aimed at building awareness and sensitizing people about the deaf community.



TESTIMONIALS



NISHANT PANDEY

Country Director
American India Foundation

We are pleased to support TRRAIN in their initiative to empower persons with disabilities through skilling and job placement in the retail sector. Our partnership aligns with the strategic outcomes of American India Foundation's disability program ABLE, that of promoting inclusive growth in India by facilitating access to employment for persons with disabilities.

DMart has constantly endeavored to contribute positively towards society in various ways.

So when the opportunity for inclusion of the differently abled in our workforce through Pankh came along, we took it up as a challenge. At the close of the financial year 2015-16 we had around 80 such differently abled persons working for us.

We look forward to building a better society and an inclusive environment.

PRISCILLA MUTHU

People Office
Future Group

MERUNA DAS

Avenue Supermarts Ltd.
India

Over 100 Persons with Disabilities (PwDs) including Deepa and Himanchal were hired by the Future Group in just a matter of two weeks, in coordination with TRRAIN and Project PANKH.

We also believe that while conscious inclusion provides a level-playing field for PwD staff, it also creates a platform for engaging with them and develops a sense of empathy and understanding among others, not just staff but also customers. Disability is, after all, a matter of perception.

INTERNATIONAL DAY OF YOGA

In an attempt to promote physical & mental health among the retailers & retail associates & customers, TRRAIN in association with Isha Foundation organized a series of yoga workshops on June 21st, 2015 on the occasion of International Day of Yoga. 13 malls in 7 cities across India participated in the event. Customers as well as retailers were encouraged to invest 5 minutes in Yoga as a tool for transformation. Simple practices were taught to the people in attendance, which were designed to help cut through the struggle and walk through life with ease.



THE SECRET TO MAKING YOUR BUSINESS GROW: INVEST IN PEOPLE.

TRRAIN Foundation and Aptech have collaborated to offer special training courses tailor-made for people working in Retail and Hospitality sector, pan India. The program helps retail associates perfect multi-lingual conversational skills, and arms them with better communication powers. This results in improved customer interactions, a stronger brand image, better performance, and a promising future for retail associates, who train with us across the hierarchy.



TRRAIN APTECH PROGRAM

The power of a retail sales associate of a brand is more potent now than ever. Therefore, it becomes vital for a brand to recognize the need of the hour: that the secret to growth of their business lies in the growth of its people. This investment in training was recognized early on by Welspun when they approached TRRAIN for their skilling requirement of their front end staff in areas of sales and service along with behavioral skills.

TRRAIN and Aptech worked alongside Welspun in developing modules that focused on uplifting the selling skills beginning from opening a sale to closure as well as concentrating on other factors such as suggestive selling, cross selling and up selling.

In addition, the focus of the training was to enhance the customer service delivery at Welspun. In order to do so, the entire engagement involved immense role play, activities & paradigm shift activities which allowed to attain the desired learning objective. The training focused on the importance of customer service pre, during & post purchasing and concentrated on how enhanced customer service can assure repeated business.



Welspun training



Lastly, the entire training initiative was a booster for the Welspun associates as it took into account the importance of personality development, grooming, the role of body language and communication in breaking the ice with the customer and understanding the customer needs instantly.



COMMITTED EFFORTS TO TRAINING & SKILL DEVELOPMENT

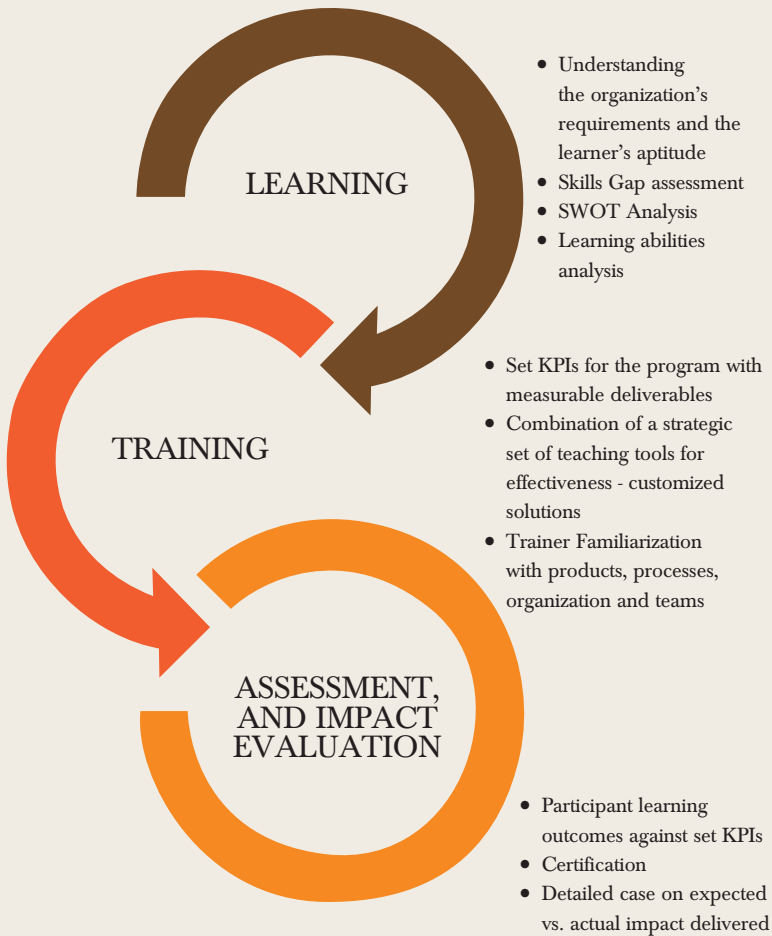


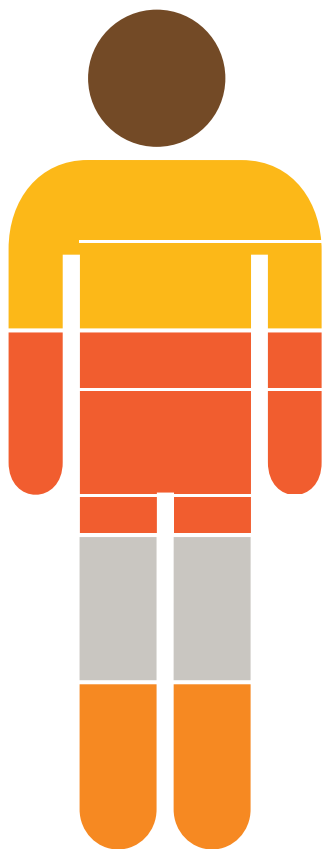
TRRRAIN-APTECH education program for the retail industry has evolved in the last 3 years through quite a few developmental stages. Initially the program was purely based on trainings which were the direct outcome of analysis of needs based on voices of several stakeholders of the client organization.

The evolution of the TRRAIN-APTECH learning process based its journey on this basic common pattern of training delivery. As the soil got tested through this, the subtler needs of the retail industry started to surface. This led to the team developing a systematic training approach as a further step in the learning process.

PROVEN METHODOLOGY

Our methodology is a continuous cycle of Learning, Training, Evaluation to foster development:





10000+

Front-end employees trained between 2011 and 2015



100000+

Hours of training delivered across our three programs – retail education, star program and employability program



2 > 12

From 2 cities in 2011 to 12 cities in 2015



100+

Number of sessions each year grown manifold; now delivering more than 100 batches every year



662 hrs

Number of modules gone up from a basic 5 to 16 with 662 hours of training material available across a cross section of skills

TESTIMONIALS



SONIYA SHARMA

Deputy General Manager
HCGA (Welspun India Ltd)

“Our association with TRRAIN was very fruitful. TRRAIN not only explored the gaps but also initiated tailor made solutions. TRRAIN’s combination of motivational and learning activities kept our team on the front foot.”

ARUN GANAPATHY

Chief Financial Officer
Spykar Lifestyles Pvt. Ltd.

“ Enhancing retail skills in this cut throat competition is very essential and TRRAIN with its expertise have delivered valuable training sessions for Welspun pan India. The content was as per the required standards and the delivery has been exceptional; overall a fruitful sessions for the associates at Welspun and looking forward to refresher modules for the same”.

SIDDHANT KAMATH

Head-Learning &
Development
at Naturals Ice Cream

“We decided to conduct training for our retail front end associates. As we have stores spread across the length and breadth of the country, we were not sure as to how to have the training team in place. Our problems were resolved when our COO got in touch with TRRAIN. We coordinated with TRRAIN in deciding our training programs including providing a supervisory training program to our Area Managers.

We are glad that the training programs have been quite successful and there is a positive energy in our staff. We are glad to be associated with TRRAIN and hope this association helps both the organization as well as our store staff grow.”

The May Day of
Retail is finally
here.

**RETAIL
EMPLOYEES'
DAY** DEC
12

A TRRAIN IDEA



Retail is a sector where customers are celebrated while the retail associates, the true heroes who add to their happiness quotient, are often kept anonymous. They work selflessly to ensure customer satisfaction, but do we ever realise that without them, there would be no happy and loyal customers in the first place!

RETAIL EMPLOYEES' DAY

SOMETIMES, A SIMPLE THANK YOU IS ALL IT TAKES



Retail Employees' Day (RED), celebrated every year on 12th December is aimed at applauding the efforts of retail employees in India – and eventually the world. The theme was born from the need to create the pride of belonging to the retail community by recognizing their efforts through public appreciation. This initiative is conceptualized by TRRAIN (Trust for Retailers & Retail Associates of India) & partnered with RAI (Retailers Association of India) in India.

Retail Employees' Day 2015 saw over 300 + retailers & 70 shopping centers celebrate this day with great fervor. Each retailer adopted his or her unique way of thanking their employees.

From large department stores like Shoppers Stop composing a special 'Thank You' song for their employees; service providers like Microsoft distributing snacks & chocolates to their retailers; Traditional & smaller retailers like Manubhai Jewellers paying tribute to their employees through a special video - it turned out to be a huge industry wide celebration. Brands like Lifestyle, Shoppers Stop, Vero Moda and many others took to social media to thank all their retail employees as well as tag each & thank each other, in order to promote this as an industry specific day.

Few example of such retailers whose celebrations truly reflected the spirit of their organizations:

Arvind Brands:

Arvind Brands celebrated Retail Employees Day on a grand scale. All the employees were wished for serving their customers with enthusiasm and passion. They were treated like 'Kings' and 'Queens' with crowns being distributed to all the employees.



Arvind Brands celebrations on RED.

C.Krishnaniah Chetty & Sons:

CKC Group of companies celebrated the 4th edition of Retail Employees Day on 12th December 2015. Every year they celebrate with a theme and this year the theme was "FAMILY". They felt that celebrating with their retail champions without their families will be incomplete. To make the event holistic, they also invited their customers!

The response was over whelming. Entertainment, fun filled events and welfare activities were conducted followed by a sumptuous lunch for all in true 'CKC family style'. The celebration was across all C. K.C group showrooms throughout the day.

As a part of the celebration, CKC also offered double points to all their 'List of Stars' members (signature loyalty program)

Such moments on Retail Employees Day will always be cherished and will remain a golden leaf in the diamond cascade of everyone's memory.



Office decorated at CKC



Family celebrations at CKC

Panda Retail:

A week long customer interaction process was held where customers gave Thank You cards and chocolates to their sales associates. The celebrations started 3 days prior to the big day with a quiz contest on customer service, sports & games being held. Art and culture and current affairs were followed by entertaining Brain games.

On 12th December, more than 100 members of three locations gathered on the 2nd floor of Ashok Nagar , the Flagship store . All the members were welcomed by the M.D and the Operation Head with roses and cake cutting. The members were also honored with gifts and certificate of appreciation.



Cake cutting by the Members - Panda Retail

The highest thank you card receivers were also rewarded with Titan wrist watches.

They also honored the members who have contributed 5 Years, 10 years, 15 years, 20 years 25 years and 30 years of dedicated service to the organization as Long Service Award with a certificate and gold coin.



All the members of Panda Retail Pvt Ltd along with M.D., Director, Operation Head and Guests

EVERYONE UNITES TO CELEBRATE ONE DAY

The buzz around Retail Employees' Day reached newer heights with recognition received through 16 letters from the ministries of central and state governments of India. A letter from the Prime Minister of India Shri Narendra Modi ji congratulating TRRAIN & the Indian retail industry on this joyous occasion added tremendous momentum to the day.

The event also received support from brand ambassadors across multiple brands. Top celebrities from the Indian film Industry like Salman Khan, Boman Irani & Virat Kohli tweeted and shared video messages thanking all the retail associates on RED . The simple action of saying Thank You has garnered an estimated digital footprint of 10 million.



PMO's letter



Virat Kohli's wishing all employees of Wrogn



Salman Khan wished all the Being Human employees Happy Retail Employees Day



Sonam Kapoor wishing employees of Shoppers Stop

Boman Irani tweets about RED

LOCAL INITIATIVE, GLOBAL IMPACT

Turkey celebrates Retail Employees' Day



Inspiration knows no boundaries. Moved by TRRAIN's Retail Employees' Day, a Retail Employees' Week was started in Turkey in 2013 by Boyner Group. In 2014, TAMPF (Turkish Federation of Shopping Centers and Retailers) with its five sectoral associations celebrated Retail Employees' Day along with 2 million retail employees across 59000 stores in Turkey.



Retail Employees' Day is now gaining widespread traction and being celebrated across Europe.

Today, it is one day a year of celebration, but we at TRRAIN are aiming to make it a global celebration with every retail associate.

Never again will any retail associate of our country feel undervalued, faceless, nameless and thankless. They are, after all, the real stars of the retail universe.

RETAILER'S SPEAK:

VENKATRAMANA B

President- Group HR,
Landmark Group.

“Our front-line employees are our true ambassadors. They are the face of our organization and it's only right that we extend a big thank you to them on this day.”

SAMEEK

Regional Manager
VeroModa India

“I was delighted to adopt this day and celebrate it with my employees & thank them for their untiring efforts round the year through festivals & weekends”

SANTOSH

Counter staff
McDonalds India

It was a huge surprise to receive a thank you card from my store manager. I truly feel appreciated today”

RICHA

HR
Big Bazaar

“No matter what happens, they are always there on their toes with a smile just to ensure that the customers have a satisfied and memorable shopping experience. RED provides us the opportunity to honor the efforts and acknowledge them for their hard work, thus leading to more enthusiastic and motivated employees.”

Bringing The Bright Stars To Light



TRRAIN RETAIL AWARDS

YOUR CUSTOMER DOESN'T CARE HOW MUCH YOU KNOW UNTIL THEY KNOW HOW MUCH YOU CARE"- DAMON RICHARDS

Do you know of an associate who was speech and hearing impaired yet fulfilled the wish of one of the housekeeping staff members' daughter by helping them buy a Chocó Lava Cake when they were short of money? Or an associate who helped an old cobbler whose low vision was making it difficult to earn his livelihood? Will you spend an additional two and a half hours travelling hundreds of miles to deliver a pair of trousers just because you made a commitment; well we know of retail associates who have done this.

These are just some of the examples from a plethora of over 5,000 entries we have received over the past few years for the TRRAIN Retail Awards.

This year was no different. The TRRAIN Retail Awards, which recognizes exemplary customer service by Retail Associates (sales staff), was graced by Sadhguru, Founder of the Isha Foundation. We received over 800 compelling entries, from over 75 retailers



Sadhguru, Founder Isha Foundation with Mr. Nagesh and the TRRAIN Retail Award Winners



across more than 100 cities and towns in India! The award ceremony 2016 recognized 6 Retail Associates as the National Winners out of the 15 Retail Associates who were awarded as the Category Winners at the Regional Level.

A new category of 'HR Initiative' was introduced this year at the TRRAIN Retail Awards to recognize the retail organizations that have created a culture of service excellence and supported the sales associates to outperform and deliver excellence in customer service. The award for the 'Best HR Initiative for the Year 2015-2016' was awarded to Godrej Nature's Basket, Marks & Spencer Reliance India and Future Group- Big Bazaar & FBB.



TRRAIN RETAIL AWARDS INSPIRE GLOBAL COUNTERPART

Inspired by the TRRAIN Retail Awards, The World Department Store Forum launched an award to acknowledge the outstanding achievements by sales associates the world over. These awards received global participation from retailers from 21 countries, all vying to win the coveted title of World's Best Sales Associate at a Department Store.



The Award Ceremony held in April 2015 in Rome awarded 3 finalists selected by a panel of experts, led by B S Nagesh from TRRAIN. The jury's goal was to honour exceptional performances by a sales associate in fulfilling customer expectations, commitment beyond duty, product knowledge, team work and commercial results.

CONGRATULATIONS EVA BUNZEL, KADEWE GROUP - WINNER

Eva pioneered the concept of 'Wellness Shopping'. In its pilot stage, she tested it by inviting a regular customer and a friend to a presentation of the latest collections which she combined with Shiseido beauty treatment as well as catering. That's where Wellness Shopping all began. She followed up this experiment by inviting twenty best regular customers to the Wellness Shopping session. In cases where the ladies participated with their entire families, Eva organized a tasting in the wine department for the men. While their husbands were busy tasting fine wine, their better halves were advised in the latest fashion trends. At the end of that day, a purchase of approximately \$ 15,000 was made. The women bought clothing, makeup and shoes and their men bought wines and multimedia products.

This is a classic example of how Eva used initiative and innovation to take customer experience to new levels of amazing!

The other two finalists were Roosevelt from Macy's and John Kirby from Selfridges.



TRRAIN PUBLICATIONS



Insights into Exemplary
Customer Service



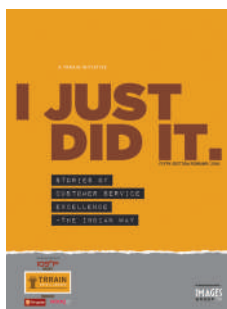
Pankh



Breaking New Ground:
Empowering Persons
with Disabilities



Retail Employees'
Day - Supplement



I Just Did It - 5th Edition

THANK YOU
a million times



OUR SUPPORTERS

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 2015-16 would not have achieved the scale they have without the support of:

109F
Aimia
Alamba Charitable Trust
Alpha One Mall
Ambit Oditi Foundation
America India Foundation
Aptech
Being Human
Biba
Blind Peoples' Association
Craftsvilla
Dmart - Avenue Supermarkets Ltd.
Domino's
DLF Malls
EY
EY Foundation
Future Group
Give India
Hardcastle Restaurants / McDonalds
Have a Heart Foundation
Hidesign
Hypercity Retail
Images Group
Inorbit Malls
Integriti
Ishanya Mall
Isha Foundation
Jai Shiv Shakti Health & Educational Foundation
K Raheha Corp.
Landmark Group
Leonard Chesire Disability
Lulu Mall
Manubhai Jewelers
Manyavar
Microsoft
Myntra
National Restaurant Association of India
Orion Malls
Portico
Proline
Public Vision Trust
Ratnanidhi Charitable Trust
Raymonds
Retailers Association of India
Reliance Retail
Sama Foundation
Sandhana Education Society
Sai Swayam Society
Sarthak Educational Trust
Scullers
Sevatirth
Shoppers Stop
Tech Mahindra Foundation
Viveks
Wooqer
Youth 4 Jobs Foundation
and all the retailers who support
Trrain for various initiatives



AUDITED
FINANCIALS
2015-16

AUDITOR'S REPORT

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 ASSOCIATION OF INDIA** as at March 31, 2016, and also the Income and Expenditure for the year ended as on that date, annexed thereto. These financial statements are the responsibility of the Management of the Trust. 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 to our comments in the Annexure referred to in paragraphs 1 and 2 above, we report that:
 - A. 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;
 - B. 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 and as stated above, the basis of preparation of the Financial Statements.
 - C. The Balance Sheet and Income and Expenditure Account dealt with by this Report are in agreement with the books of account;
 - D. 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, 2016, 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)
Membership No.: 41913

Place: Mumbai
Date: June 10 , 2016

Name of the Trust:

TRUST FOR RETAILERS AND RETAIL ASSOCIATES OF INDIA

Balance sheet as at 31 March 2016

Particulars	Schedule	31-Mar-16 Amount (Rs.)	31-Mar-15 Amount (Rs.)
Sources of Funds			
Trust and Corpus Fund	1	4,01,17,946	2,62,04,921
Reserves and Surplus	2	14,11,819	6,39,968
Total		4,15,29,765	2,68,44,889
Application of Funds			
Fixed Assets	3	2,04,225	1,82,429
Investments (Long term)	4	3,65,00,000	2,45,00,000
Current Assets, Loans and Advances (A)			
Cash/Bank	5	28,71,432	12,76,860
Loans and advances	6	46,94,056	29,38,636
Less: Current Liabilities and Provisions (B)			
Current Liabilities	7	1,09,048	75,185
Provisions	8	26,30,900	19,77,851
Net Current Assets (A-B)		48,25,540	21,62,460
Total		4,15,29,765	2,68,44,889

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

Notes to Accounts

11

For J.D.Bhagchandani & Co.
Chartered Accountants
FRN No: 101105W

For IL &FS Trust Company Limited Trustee
for Trust for Retailers and Retail
Associates of India

Jayesh D. Bhagchandani
Proprietor
M. No 41913

TRUSTEE

Dated at : 10th June 2016

Dated at : 10th June 2016

Name of the Trust:
TRUST FOR RETAILERS AND RETAIL ASSOCIATES OF INDIA
Income & Expenditure Account for the year ended March 31, 2016

Particulars	Schedule	31-Mar-16 Amount (Rs.)	31-Mar-15 Amount (Rs.)
Income			
Donations	9	1,17,88,444	54,53,600
Sponsorship Fees		46,00,000	50,00,000
Training Fees		10,215	35,000
Employment Fees		-	6,31,533
Interest	10	30,72,581	21,71,373
Total		1,94,71,240	1,32,91,506
Expenditure			
Trust Objects and Project Expenses			
Pankh		1,31,35,492	84,37,161
Retails Award Event and Retail Day		36,84,924	53,67,289
International Yoga Day		1,09,955	-
Trust Promotion Expenses		10,11,118	-
General & Administration Expenses			
Trusteeship Management fees		6,00,000	5,50,000
Audit Fees		73,280	70,351
Other Miscellaneous Expenses		8,220	10,300
Total		1,86,22,989	1,44,35,101
Deficit of Income over Expenditure Before Tax and Depreciation		8,48,251	(11,43,595)
Depreciation		76,400	53,131
Surplus/(Deficit) of Income over Expenditure Before Tax		7,71,851	(11,96,726)
Surplus/(Deficit) of Income over Expenditure transferred to Fund		7,71,851	(11,96,726)

Notes to Accounts

11

For J.D.Bhagchandani & Co.
Chartered Accountants
FRN No: 101105W

For IL &FS Trust Company Limited Trustee
for Trust for Retailers and Retail
Associates of India

Jayesh D. Bhagchandani
Proprietor
M. No 41913

TRUSTEE

Dated at : 10th June 2016

Dated at : 10th June 2016

Name of the Trust:
TRUST FOR RETAILERS AND RETAIL ASSOCIATES OF INDIA
Schedules for the year ended March 31, 2016

Schedule 1: Trust and Corpus Funds	31-Mar-16 Amount (Rs.)	31-Mar-15 Amount (Rs.)
Opening Balance	2,62,04,921	2,01,73,423
Contributions Received for the Trust Objects	1,65,70,550	76,38,000
Total	4,27,75,471	2,78,11,423
Utilisation		
Expenses incurred towards the Trust Objects	26,57,525	16,06,502
Closing Balance	4,01,17,946	2,62,04,921

Schedule 2: Reserves and Surplus	31-Mar-16 Amount (Rs.)	31-Mar-15 Amount (Rs.)
Opening Balance	6,39,968	18,36,694
Add: Excess of Income over Expenditure	7,71,851	(11,96,726)
Closing Balance	14,11,819	6,39,968

Schedule 4 : Investments	31-Mar-16 Amount (Rs.)	31-Mar-15 Amount (Rs.)
Fixed Deposit - HDFC Bank Limited	7,50,000	1,95,00,000
Non Convertible Debentures - IDFC Limited	-	50,00,000
Fixed Deposit - HDFC Limited	3,57,50,000	-
Closing Balance	3,65,00,000	2,45,00,000

Schedule 5 : Cash and Bank Balances	31-Mar-16 Amount (Rs.)	31-Mar-15 Amount (Rs.)
Bank Balance - HDFC Bank - Current Account	28,58,811	12,71,399
Cash on Hand	12,621	5,462
Closing Balance	28,71,432	12,76,860

Schedule 6 : Loans and Advances	31-Mar-16 Amount (Rs.)	31-Mar-15 Amount (Rs.)
Sundry Debtors Receivable	21,96,841	274674
Service Tax Cenvat Credit Receivable	15,34,577	962592
TDS Receivable	8,37,781	8,78,548
Interest Receivable - on Fixed Deposits	1,24,857	8,22,822
Closing Balance	46,94,056	29,38,636

Schedule 7 : Current Liabilities	31-Mar-16 Amount (Rs.)	31-Mar-15 Amount (Rs.)
TDS Payable	1,09,048	75,185
Closing Balance	1,09,048	75,185

Schedule 8 : Provisions	31-Mar-16 Amount (Rs.)	31-Mar-15 Amount (Rs.)
Provision for Audit fees	66,880	66,120
Provision for Expenses	25,64,020	19,11,731
Closing Balance	26,30,900	19,77,851

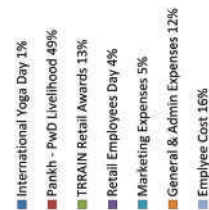
Schedule 9 : Donations	31-Mar-16 Amount (Rs.)	31-Mar-15 Amount (Rs.)
- Funds received for People with Disabilities in Retail Projects	1,03,24,415	33,53,600
- TRRAIN Retail Awards Program	10,00,000	21,00,000
- Give India Program	1,64,029	-
- International Yoga Day	3,00,000	-
Closing Balance	1,17,88,444	54,53,600

Schedule 10 : Interest	31-Mar-16 Amount (Rs.)	31-Mar-15 Amount (Rs.)
- Fixed Deposits	26,58,784	17,01,373
- Income Tax Refund	24,920	-
- Interest on Non Convertible Debentures IDFC	3,88,877	4,70,000
Closing Balance	30,72,581	21,71,373

Name of the Trust:
TRUST FOR RETAILERS AND RETAIL ASSOCIATES OF INDIA
 Schedule 3 - Fixed Assets

(INR Rupees)

Description of assets	Gross block			Closing as at March 31, 2016	Depreciation For the Year Balance	Net Block As at 31 March 2016
	Opening Balance as at April 01, 2015	Additions before 30/9/2015	Additions after 30/9/2015			
“Tangible assets						
Furniture and Fixtures	39,400.00	-	-	39,400	3,940	35,460
Computers & Accessories	32,214.00	46,900	20,097	99,211	53,498	45,714
Office Equipments	1,10,814.00		31,199	1,42,013	18,962	1,23,051
Total	1,82,428	46,900	51,296	2,80,624	76,400	2,04,225
Total - (Previous Year)	1,04,959	1,05,101	25,500	2,35,560	53,131	1,82,429



Project wise fund utilisation - 2015 -16

Name of the Trust:

TRUST FOR RETAILERS AND RETAIL ASSOCIATES OF INDIA

Schedule 11 - Significant Accounting Policies and Notes to Accounts

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.

Use 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 not 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 and 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 31,2016 amounting to **Rs.329.69 Lakhs** (Previous Year - Rs.187.58 Lakhs) towards the Objects of the Trust. Sums amounting to **Rs.212.72 Lakhs** (Previous year - Rs.154.11 Lakhs) have been utilised/ applied towards the objects of the Trust and such expenses are appropriated from the said Corpus. In addition to the above, a sum of **Rs.120 Lakhs**(Previous Year - Rs.47 Lakhs) has been invested in Fixed Deposit as per statutory requirements for application of 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 Figures have been re-arranged and re-grouped wherever found necessary.

4 Contingent Liability

The Trust has a contingent liability of Rs.63,462 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.

For J.D.Bhagchandani & Co.
Trustee Chartered Accountants
FRN No: 101105W

For IL &FS Trust Company Limited
for Trust for Retailers and Retail
Associates of India

Jayesh D. Bhagchandani
Proprietor
M. No 41913

TRUSTEE

Dated at : 10th June 2016

Dated at : 10th June 2016

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

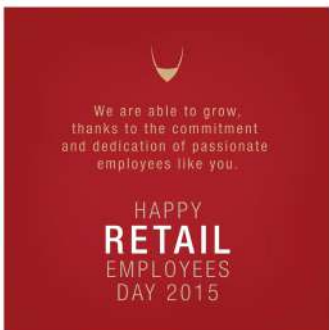
Donation amount received as Corpus up to March 31, 2016 Particulars	FY 11-12 Amount (RS)	FY 12-13 Amount (RS)	FY 13-14 Amount (RS)	FY 14-15 Amount (RS)	FY 15-16 Amount (RS)	CUMULATIVE Amount (RS)
Amount Received as Corpus from Donors (A)	1,16,01,705	1,28,01,200	1,38,61,000	76,38,000	1,65,70,550	6,24,72,455
Corpus Utilised towards Charitable Object from Corpus (B)	1,02,59,304	36,31,050	42,10,127	16,06,503	26,57,525	2,23,64,509
Annual Total (A)-(B)	13,42,401	91,70,150	96,50,873	60,31,497	1,39,13,025	4,01,07,946

For IL &FS Trust Company Limited Trustee for Trust for Retailers and Retail Associates of India

BOARD OF ADVISORS

ANUJ PURI	Chairman & Country Head, Jones Lang LaSalle
BALA DESHPANDE	Senior Managing Director, New Enterprise Associates (India) Pvt Ltd
HARIT NAGPAL	Managing Director, Tata Sky
MEERA SHENOY	Founder, Youth4Jobs Foundation
PINAKIRANJAN MISHRA	Partner - Retail & Consumer Products, EY India
ROHIT SRIVASTAVA	Head Core Consulting, Strategic & Marketing Division, Contract Advertising
SUHAS TULJAPURKAR	Managing Partner, Legasis Partners
SHASHIDHAR SINHA	CEO, IPG Media Brands India
SHALINI KAMATH	Senior HR Professional
SHIVANI MEHTA	Operations Director, Kherwadi Social Welfare Association
VIDYA HARIHARAN	Director, Vidal Healthcare Pvt Ltd.

GLIMPSES OF 2015-16



GLIMPSES OF 2015-16



