







*em* help someone do the unthinkable  
**POWERED**

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# NOTE FROM THE TRUSTEES

‘TRRAIN’ is a Trust with a philanthropical 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 2014-15.

As trustee to TRRAIN, we present this note on the activities and operations for the FY 2014-15.

Through the implementation agency, the trust has actively pursued its objectives through various programs like TRRAIN Retail Awards, Retail Employees’ Day, PANKH, TRRAIN APTECH Retail Education Program and others. This was possible through the careful stewardship of its existing resources and contributions from dedicated employees and Implementation Agency under the guidance of the Advisory Board Members.

ITCL as trustee has scheduled regular 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**

**W**e've completed four eventful years and I use the word "eventful" rather than "successful" because eventful means life-changing, and this is exactly what our journey has been.

When we began in early 2010, all we had was a wealth of retailer insights and a vision to "empower people in retail in India". So while we started by focussing on critical issues, we addressed these through initiatives that would not just recognise 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 recognised and affordable programs.

Little did we realize that we were also charting a course that would evolve into a global phenomenon, and that too, in such a short span! While the issues we addressed may have seemed specific to the Indian retail industry, these also inspired our global counterparts who adopted and modified some of these to suit their cultural context.

Retail Employees' Day was celebrated across Turkey and India impacting over 4 million retail employees together. From an initial 30 odd companies in 2010, we saw over 200 companies celebrating this day.

Companies are now creating special initiatives which extend beyond one day to a week's celebrations and linking this to their employee engagement calendars. When we started the TRRAIN journey, we aimed to be catalysts of change in the retail industry. Retail Employees' Day made this dream come true.



In fact, in the last four 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. What made them different from the others? This got us thinking, why not document these insights! Retailers could learn and build these into their hiring process and this would help change the industry and its service orientation as a whole. Along with our partners at Aimia, we created a White paper 'Insights into Exemplary Customer Service' which delves deep into this understanding.

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.

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 1450 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.

We believe that empowerment begins with education and our Education Program customises programs to meet retailers' needs. Today, we have trained more than 4000 employees for 40+ retailers. The courses have multiplied from 5 to 16 with 662 hours of training material developed for clients.

In the coming year, we intend to focus on sustaining these initiatives. We spent the last four years evaluating each one our projects for scalability with a conscious decision to not raise funds from the industry or other sources. My personal finances sustained these and will continue to sustain new initiatives in the lab and pilot stages before a large scale rollout. Now that these initiatives have achieved more than the desired scale, we are looking at industry support. Companies such as Tech Mahindra have already partnered us through their CSR initiative. Smaller organizations such as the Lions Club of Juhu have been benevolent contributors. 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 about for the industry, by the industry.

On the people front, the industry and individuals have stepped forward through volunteering as we witnessed on Retail Employees' Day, where we were able to get TRRAIN Journalists across the country. Our teams across the country have deliberately been kept small and tight to ensure more focus on achieving impact and less on administrative costs. The more volunteers we receive, the closer we come to realising our vision.

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 People with Disabilities Fly High



**Pankh**  
*Wings of Destiny*

A TTRAIN • YOUTH4JOBS INITIATIVE



# PANKH

**R**etail as an industry is driven by numbers. But its greatest strength lies in the very virtue of its business i.e., giving and receiving. This is probably the only industry that touches every single person's life, no matter which side of the counter you are on. This puts the industry in a very powerful position to give back to society in a way which could create social change at a fundamental level.

Employing and engaging Persons with Disabilities (PwD) is one such initiative. This can be instrumental in bringing about change at a social level, but more importantly, at a personal level. Customers interacting with differently abled individuals learn to be patient and appreciative of the latter's determination to compete in the real world. Simultaneously, customer respect translates into encouragement, which adds to their own self-worth and reinforces their aspiration to be economically independent.

TRRAIN welcomed this initiative as early as 2011 with an association with Youth4 Jobs Foundation, to foster an inclusive environment that would propagate diversity and equal opportunity. The last four years have seen as much hindrance as progress. There were challenges to consider. To begin with, "disabilities" as a term has vast definitions and is grossly misunderstood. While a majority of PwD are employable, their barriers to finding a job often lie in employers' lack of understanding their abilities despite the disability.

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, from creating training programs specific to the needs of the challenged to making spokespersons of them, TRRAIN has ploughed on, one challenge at a time thanks to its inspiring NGO partners, prospective employers, donors and the specially challenged people and their families.

# IMPACT

No. of centres



20

No. of youths (PwD) trained



792

(since inception -1548)

No. of NGO partners



9

Types of disabilities covered



44% youths with locomotor disabilities

54% youths with hearing disability

2% with low vision & others

No. of retailers/employers



80



RETAIL SECTOR, currently estimated at



CAGR 18.1% over the next 4-5 yrs to touch \$848 BILLION

2011 Census REPORT



26.8

MILLION PEOPLE WITH disabilities in India

Employing People with Disabilities could bridge most of this gap. With the retail industry offering specific benefits that make it accessible and attractive to them as employees, this initiative could probably usher in the equaliser society at large is looking for.

# MEET SOME PANKH HIGH-FLYERS



## MOHIN DHANVE

Pankh Smart Center  
Santacruz, Mumbai

**T**o a casual observer, 21 yr old Mohin comes across like any other young boy – hardworking and ambitious. But Mohin is more than that. He is special.

Mohin was born with a hearing impairment in a dot of a village in Beed District, Maharashtra. As if that wasn't bad enough, his mother died suddenly when he was just 3 years old, leaving him in the hands of a hapless farmer father who was struggling for the family's survival. With a little bit of difficulty and a lot of determination, Mohin managed to complete his SSC. But then, the family plunged into debt and Mohin was burdened with the responsibility of his three younger siblings. He needed to find a job and find it fast. But who would hire a deaf, barely educated man? After a few barely-paying odd jobs, Mohin heard of Pankh's employment linked training program in Mumbai. Gathering his meagre savings, he boarded the next bus, promising to return only after securing a better future for his family.

Mohin enrolled for the Pankh training program at Santacruz center and completed the 45 days training in English, Soft Skills, Computers and Retail. On the completion of training, he appeared for an interview at Max Fashion, a Landmark Group Company and was shortlisted.

Today, Mohin works at Max Fashion. His family is well looked after and every day brings him closer to his dream of rising in his organisation and chalking out a successful career in retail.



## TANAJI DHOTRE

Pankh Smart Center  
Santacruz, Mumbai

**F**or most people including residents of the city, Mumbai can be daunting. But when a young boy with a disability decides to take it on and carve a niche for himself, it also proves that the city will make things possible if you set your mind to it.

Tanaji Dhotre was born with a hearing impairment in a small village called Ambajogai in Beed, Maharashtra. Overprotective parents who depended upon daily wages for survival and the responsibility of his other siblings only worsened his plight.

Fortunately, things took a turn when one day, a visit to a deaf association program introduced him to Pankh's employment linked training program in Mumbai. How would their son survive in such a big city, that too with a disability, questioned his parents. Their fears were put to rest with a few counselling sessions on the program by Pankh program counsellor, Pradeep More. Soon, Tanaji was on his way to the 45-day training program in Mumbai which landed him a job as Folding Merchandiser at Max Fashion, a part of Landmark group.

Today, Tanaji is not only financially independent, but also supporting his younger sister's education. He aspires to pursue further studies from a popular university and make his family economically strong.

## KHUSHBU PATEL

Pankh Center  
Ahmedabad



**W**e live in a world where anything less than perfect is non-negotiable, a situation which even the non disabled find difficult to cope with. Imagine the plight of people with disabilities in such a punishing scenario.

Fortunately, Khushbu Patel, a Pankh trainee from Ahmedabad suffering from 75% locomotor disability, thought differently.

Idea Cellular, being an equal opportunity employer, had called Khushbu for an interview. Unable to walk due to her disability, she crawled on her hands to the store. Seeing her zest for life, they immediately recruited her as a Customer Relationship Support Executive (CRS) at their Prahlad Nagar store. This time Khushbu came aided with a wheelchair and was in for a shock. The CRS design was a semi-standing model with high sitting chair and low backrest. Not one to allow her disability to disable her enthusiasm, she scaled the chair. Today, her sheer confidence and dedication has helped her scale all difficulties. She is now placed at the Front Desk Executive (FDE) and attends to customers and participates in “Guard of Honour” every morning in full spirit and proudly takes home a monthly salary of Rs.11,000.

# TESTIMONIALS





## ASHISH JAIN

Service Deliver Head Gujarat  
Ideal Cellular Ltd

“It is very heart wrenching to see Khushbu overcome her physical limitations and actively participate in various initiatives taken at CRS Navrangpura including Guard of Honour. Her story of active contribution in postpaid and prepaid selling apart from handling regular Quick Response card (QRC) with very high levels of energy and enthusiasm is truly very inspiring.”

“People with disabilities are also called differently abled and I am sure they are differently abled because most of the time they bring to the table a much higher level of empathy, customer centricity, politeness, courtesy and an ability to learn and train themselves, as well as a burning desire to be of use and of help to people around them, whether they are customers, or the organisation where they work. We look forward to having many more such people in our organisation.”

## G.R VENKATESH

Chief Human Resources Officer  
Reliance Retail

“We are extremely happy about the Partnership with TRRAIN in providing vocational training and placements to differently-abled adults at Mumbai under the Smart+ program. Truly, TRRAIN is one of our Star Partners in the disability space because of the quality of Training, Placement & Retention rate and employer advocacy. We are looking forward to impact more such deserving youth with TRRAIN.”

## JEGAN THAMARAJ

Tech Mahindra Foundation

# To Change Their Fate, TRAIN THEM.

As part of its mission to empower retail associates and retailers across the country, TRRAIN has formed a winning collaboration with Aptech to deliver standard and custom-designed training courses exclusively to people working in the Retail and Hospitality sectors.

For retail associates, these courses provide a credible platform to upgrade their skill sets which will help them improve performance visibly, thus paving the way for personal growth and success in the industry. For retailers, these serve to empower the face of their brands, to offer exceptional customer service and deliver higher levels of productivity.



# TRRAIN APTECH PROGRAM

## A 17-DAY CHALLENGE

**N**o matter how great or game-changing an innovation may be, it is nothing unless it impacts the very people for whom it was designed. Aditya Birla Retail Limited understood this very well, which is why they approached TRRAIN with a task that was as challenging as the innovation itself.

The group had just launched LIVA, a new-age naturally created fabric that was all set to revolutionise the fashion sphere. To introduce this to the world, they wanted us to train every customer facing executive associated with 6 leading retail brands – Allen Solly, Pantaloons, Van Heusen, Global Desi, Fusion Beats and 109°F – on its remarkable properties. A regular task if you didn't consider the delivery deadline; 975 retail associates across 34 cities to be trained in 17 days.



Aditya Birla  
LIVA Training Program



Yes, 17 days was all we had to entrench the LIVA philosophy into each and every executive's knowledge set and vocabulary, right from its defining properties to its key differentiators to the actual user experience and benefits. Apart from keeping the training comprehensive, it also had to be made exciting and easy-to-grasp.



TTRAIN devised a module mix that included videos, PowerPoint presentations and role playing games. Instructor Led Training (ILT) combined with On Job Training (OJT) ensured that engagement levels were consistently high. The result? Each of the 975 retail associates were ready to roll on the launch date which helped the brand achieve the ambition and welcome it had aimed for.

# COMMITTED EFFORTS TO TRAINING & SKILL DEVELOPMENT

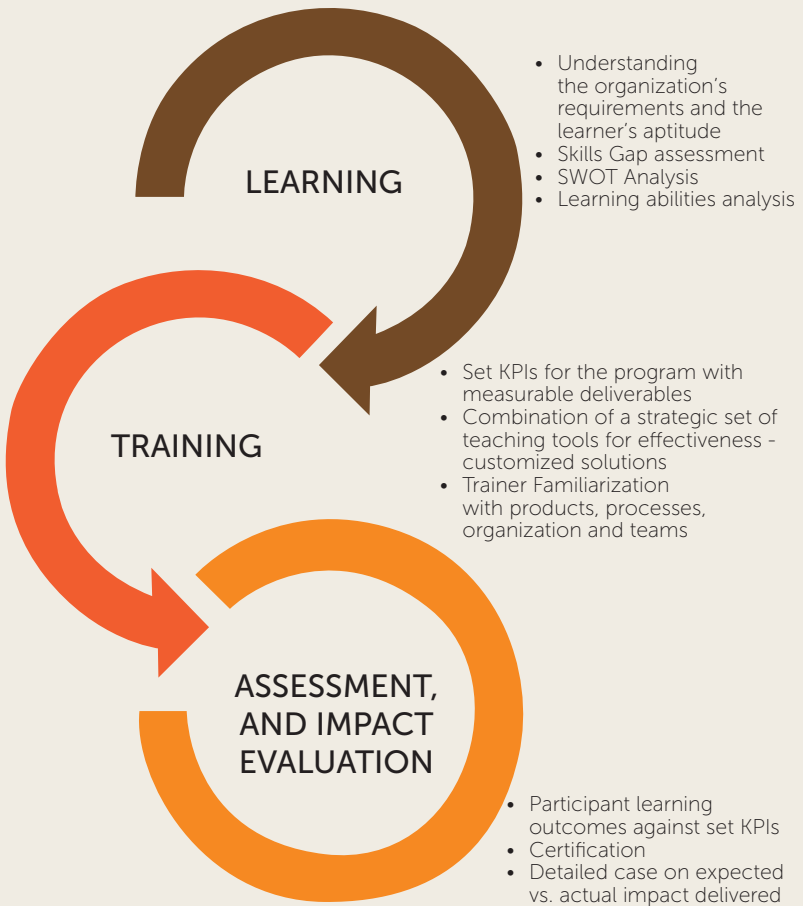


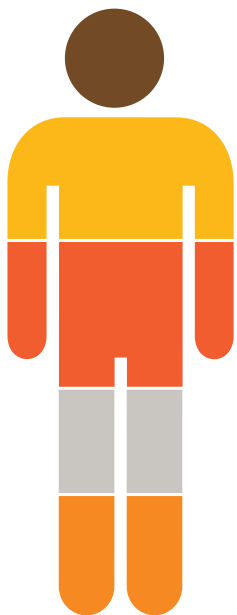
**H**ow did we do this so quickly and more importantly, so effectively? What made it possible to create a learning platform so cohesive and universal that it could straddle learning requirements across all levels, to deliver a uniform and engaging customer experience?

As part of its commitment towards the betterment of retail employees, TRRAIN has always believed in education for empowerment. Our partnership with Aptech as the education delivery partner has helped take our vision to new heights. By combining the insights of retail and hospitality with the expertise of the education industry, we have co-created customised training methodologies that addressed the needs of the audience whilst understanding their cadre and aptitude.

# PROVEN METHODOLOGY

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





**3300+**

Front-end employees trained between 2011 and 2015

**56259+**

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 2014, to the milestone program created for Aditya Birla where we covered 34 cities across the country in record 17 days

**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

MODULE NAME	NUMBER OF MODULES	NO. OF TRAINING HOURS
Retail	4	166
Planning	1	44
Communication	3	107
Ethics, Value, Integrity	1	8
Customer Service	1	90
Personality Development & Etiquette	1	28
Leadership	1	80
F&B	1	104
Problem Analysis	1	8
Time Management	1	12
Team Building	1	15
<b>Total</b>	<b>16</b>	<b>662</b>

# More than 40% of our clients give us repeat business

In 4 years, we have created effective methodologies for over 50 major and upcoming retailers who continue to return to us for reasons such as:

1. Meticulously prepared lesson plans
2. Well trained trainers
3. Sequential and result-oriented training
4. Relevant as well as customised content
5. Learner-focused teaching methods

It is one thing to create and develop training programs that are successfully implemented. It is another to actually see these methodologies implemented in the retail world and translating into visible results such as better product understanding, improved customer experience, better communication and other benefits which will consequently deliver higher productivity for the organization.

What is also encouraging is that these training programs empower employees and add to their confidence and self-worth. These activities or courses are an effective platform for retail employees to upgrade their skill sets, visibly improve performance and pave new pathways for personal as well as professional growth and success.



## SONIYA SHARMA

Deputy General Manager  
HCGA (Welspun India Ltd)

“The spoken English course conducted by TRRAIN is proving to be a valuable training program for our staff. I can see a transformation in the confidence and language skills of the participants. Most participants are trying to apply the learnings to their day to day working with excellent results. I recommend this program for all those front end retail staff who would like to refine their spoken English skills and in return see their career blossom”

## JEAN SALES DE ANDRADE

Group Manager  
Human Resources

“ 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”.

## ABRAHAM VARGHESE

Human Resource  
Lifestyle

“We are happy to say that we have increased our loyalty customer base by 67% from 18% in last 1.5 years. This increase is a factorial inference of the amount of quality nurturing that has taken place.

The sense of being responsible with sober etiquette and perfection in presentation skills amongst our staff has been the key to make such a difference. Probably the part of the credit goes to our training partner TRRAIN, who has remarkably contributed in fine tuning areas like customer service, communication etiquette, sales and more.

It gives me immense satisfaction to pen this testimony with a progress rate of 45% towards TRRAIN. We wish to reach more miles in the years to come.”

One Day,  
Two Words and  
Over a Million  
SMILES.

**RETAIL**  
**EMPLOYEES'**  
**DAY** DEC  
**12**

A TRRAIN IDEA



**R**etail 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

**O**ur research indicated that all retail associates ever really wanted was a simple “thank you”. Two little words that would make a big difference to their self-esteem. Yes, the customers they served were probably saying it to them all the time, but when it came from the top, it meant something more; it meant they were recognised. Not as a name tag, not as an employee number, but for something that they truly put their hearts into and that most importantly, kept customers coming back. We celebrate birthdays, anniversaries, even Valentine’s Day and Halloween. Celebrating a Retail Employees’ Day would take much less. And yet, go much farther.



**CELIO**  
Employees Displaying their  
Thank You cards

**W**e at TRRAIN decided to recognise our employees with the respect they deserve by creating a milestone that would recognise their efforts and laud them in public. On December 12, 2011, a new day was born, Retail Employees' Day. And thus began a new chapter.

The objective of Retail Employees' Day was to foster pride of belonging to a burgeoning retail community. We wanted to create a day that would bring industry and customers together to shower the retail force with appreciation. This is what would create the difference between confidence and low self-esteem, between increased productivity and inefficiency, between happiness and sadness. Between a smile and a frown.

In the first few years, Retail Employees' Day received a slow but steady response. After all, for a movement to be successful, it requires to reach each and every retailer in every corner of the country. A task that was difficult, but not impossible. To achieve this scale, we partnered with Retailers Association of India (RAI), the unified voice of Indian retailers. RAI works with all stakeholders to create the right environment for the growth of the modern retail industry in India.

The infographic features a dark red background with white and yellow text. At the top, it lists four key statistics: '4 MILLION EMPLOYEES', '600+ BRANDS', '160+ CITIES', and '2 COUNTRIES', each separated by a horizontal dotted line. Below these statistics is a word cloud containing terms such as 'Pride & Dignity', 'Employee Morale', 'Appreciation', 'Love', 'Happiness', 'Celebration', 'Customer Service', 'FinA medal', '12aralilonagazacilargunu', '12December', 'Thankyoubelalqa?', 'TagThankYou', 'Stilla', and 'Retail Employees Day'. At the bottom center is a logo for 'RETAIL EMPLOYEES DAY 2014' with 'A TRRAIN/RAI' underneath.

What started off with the participation of 2 lac people and a handful of retailers in 2011 has now grown to 2 million retail employees and over 300 retailers as of 2014.

**F**rom organizations incorporating small initiatives to say thank you in the first year, the celebrations have come a long way. The scale of appreciation for front end associates has multiplied manifold. Everyone, from the giants of retail to the smallest of stores, has done something unique, something special for their employees. Giants like Mahindra Retail, Aditya Birla Retail and Cafe Coffee Day among many others, have celebrated Retail Employees' Day at their outlets in the form of Thank You Trees outside their stores where customers were encouraged to stick their 'Thank you' notes, Serenades for employees, and Red Carpet themed celebrations.



## How Manubhai Jewellers Celebrated Their Diamonds On Retail Employees Day

**A**s a display of their gratitude to their staff, Manubhai Jewellers decided to show them that they were as precious as diamonds. The top management surprised their staff with personalized handwritten notes and flowers for each staff member. What was even more touching was that they stayed awake all night decorating the store with balloons and writing the letters themselves. So, when the staff arrived to work the next morning, what they thought would be just another day turned out to be one that would remain etched in their hearts forever.

What a unique way to say "Thank You." It not only makes employees feel special, it also boosts morale and loyalty.

# EMPOWERMENT BEGINS WITH **PRESTIGE**

Imagine starting your day with a personalised message from your CEO! This is what welcomed the sales force of TTK Prestige, when they walked into the store on Retail Employees' Day. What's more, 30 employees who had completed 5 years of service in the same store received a special Sales Ambassador Certificate and reward of Rs.5000. All others received commemorative badges.

To ensure that the celebrations were nothing less than memorable, a budget was sanctioned by the company and the individual stores were asked to contribute an equal amount or more. This is how some of them chose to spend their day:

In Bhubaneswar, 7 Franchisees collaborated and sent their staff to a movie.

In Vizag, 6 Franchisees collaborated and treated their staff to lunch.

Apart from the celebrations of the day, Prestige went a step further and invested in their employees' future with the launch of a Pre-Electronic Learning Management Solution on 12th Dec 2014. This initiative was a step in the direction of upgrading of skills and knowledge in the areas of basic orientation, product knowledge, store standard operating procedures and billing POS software. They could also get tested and certified. By investing in their employees, Prestige ensured better customer service and loyalty which in turn contributed to their confidence and morale.



# IMPACT BEYOND THE RETAIL FRATERNITY

**R**etail Employees' Day was celebrated even amongst the non-retail fraternity. Salman Khan tweeted on December 12, 2014, resulting in #Retailemployeesday trending furiously. The government supported the initiative with commemorative letters. TRRAIN chose students from various institutes to create TRRAIN journalists who covered the events which resulted in significantly higher amplification across cities for the day.



Salman Khan wishes Retail Employees Day on Twitter



Retail Employees Day wishes from Government officials

# 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 SPEAK:

“If we do not create the feeling that every day is a Retail Employees’ Day, then it will become one of those days which is calendarized. We need to understand how we can make and keep the engagement large. What you are doing is good but not enough, what we need is scale”.

## K VENKATARAMAN

CEO

Mahindra Retail

## PARAS KAUSHIK

Head Retail HR

Aditya Birla Retail Limited

“We must take this initiative to a different orbit. Retail is India’s largest industry, accounting for over 10% of the country’s GDP and around 8% of the employment, and there is no reason why Retail Employees’ Day should not be celebrated in a majestic way. We need to increase the awareness about this initiative amongst all the stakeholders and also seek involvement of the Ministry of Commerce & Industry to officially recognize 12th December as the Retail Employees’ Day.”

Ms Anshu [operations & cashier – Kwality Swirls - Happiness Station]: As a store we didn’t celebrate, but when Aashiya Khan tagged me the Thank You medal, I felt good about it. Even my store manager appreciated me. Thanks to you, we might celebrate RED day next year onwards.

Mr. Parvez [ Sales Personnel – Allen Solly]: It’s like our 2nd birthday. We feel special & much more motivated to work.

Ms. Rashmi Jhadav [Customer Care Executive – Crossword]: RED is a very nice feeling. It should be made compulsory to all employers. It motivates us a lot. De-stresses our hectic schedule.

Ms. Zahida [Sales Executive-Globus]: It feels good to celebrate Retail Employees day. The rest of the other day we were styling our customers. Today we participated in the fashion show & our store manager judged us was very good. I also won in the fashion show & felt very good about it.

Mr. Saurabh Jhadhav [Brand staff – Tarz perfume]: I was awarded with “Hadh se Aage” award for my honest & sincere work. So I felt good about it. Though being a brand staff, Shoppers Stop appreciated me was a big thing for me. I think all retailers should celebrate this day as it’s the best day a retailer can have in his life. The best thing at Shoppers Stop is they don’t differentiate with any of the employees & at this RED day we all came together & enjoyed.

Ms. Carol [Customer care executive – The Bombay Store]: We feel very special about this day. We feel that even the company wants us. The bond between us also strengthens.

Ms. Savita [Staff – Hypercity]: We felt very good. We had red carpet entry with the balloons at the staff entry we felt privileged.

# Bringing The Bright Stars To Light



# TRRAIN RETAIL AWARDS

**W**hen Luke Matthews and his wife both realised they would be working late and not reach home in time to cook dinner, he ordered a Domino's pizza online for his mother. When Tushar Pendam, the delivery staff reached the address, he realized that Mrs Mathew was a person with disability and could not eat without assistance. So he cut the pizza into bite-sized pieces and fed her. "I wasn't expecting anything more than timely delivery, least of all that someone would care enough to ensure that Mom could eat. Now, Mom fondly calls Bhavesh her "Domino's son", smiles Luke.

This is just one of the 10,000 inspiring stories we have received from retail associates across the country over the last 4 years. 2014 alone saw a flood of 1500+ entries from 86 retailers and 116 cities. An overwhelming response that took us by surprise!



Regional & National winners felicitated at awards ceremony - Chennai

TRRAIN continuously seeks individuals who have gone above and beyond the call of duty and rewards them in the presence of the industry at the TRRAIN Retail Awards. We are always moved by the heroic deeds of Retail Associates who never fail to display the highest level of integrity and this prompted our Jury to announce two new categories of awards, "Being Human" and "Integrity". These awards have helped us discover many such stories of compassion and integrity.

# 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 60 retailers, 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

**E**va 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.



# INITIATIVE, INSIGHT, INNOVATION AND IMAGINATION

**T**hese qualities make successful leaders. What makes these associates different? What can other associates learn from them? How can we ensure that the industry employs people with similar motivations?

We attempted to answer some of these questions through a study done in association with our partners, Aimia. In November 2014, Aimia commissioned research firm IMRB International to study the factors that drive some retail associates to demonstrate outstanding service over others. The contextual background for this work includes Aimia's fundamental belief that in a typical market environment, exceptional levels of customer service are a defining condition for exceptional levels of customer loyalty.



Author: Vinita Choudhary,  
Managing Director, Retail and  
Vice President AFAC, Aimia Inc.

Foreword: Mr. G. S. Kapoor,  
President, IMRB and International  
Vice-Chairman, Shoppers Stop Ltd.

# THREE COMMONALITIES:

1

● Retail associates share common personality traits of diligence, pragmatism, tenacity and calmness.

2

● There is commonality in their backgrounds, influences and drivers: economic need, family values, a sense of duty and an ambition to be the best a person can be.

3

● Retail Associates are open, creative and inclined to problem solving  
By growing our understanding of the retail associate as an individual located within a specific socio-economic context, we trust this report will serve as a compass for retailers looking to hire potential customer service ‘stars,’ demonstrate how they can tap into and unlock their potential, understand what they need to do to retain them and the ways in which this will impact customer loyalty.

THANK YOU  
a million times





# OUR SUPPORTERS

**T**o 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 2014-15 would not have achieved the scale they have without the support of:

109F  
Aimia  
Alamba Charitable Trust  
Ambit Oditi Foundation  
Aptech  
Being Human  
Blind Peoples' Association  
Clothing Manufacturers  
Association of India  
DLF Malls  
EY  
EY Foundation  
Fiat  
Gitanjali  
Hardcastle Restaurants /  
McDonalds  
Have a Heart Foundation  
Hidesign  
Hypercity Retail  
Identiti  
Images Group  
InOrbit Malls  
Integrati  
Ishanya Mall  
Jai Shiv Shakti Trust  
Jyoti Seva Sangh  
K Raheha Corp.  
Landmark Group  
Lemon Tree  
Leonard Chesire Disability  
Home  
Lulu Mall  
Manubhai Jewelers  
Manyavar  
Myntra  
Naturals Salon  
National Restaurant Association of India  
Orion Malls  
Portico  
Prestige TTK group  
Ratnanidhi Charitable Trust  
Retailers Association of India  
Raymonds  
Samarthanam Trust for Disabled  
Sandhana Education Society  
Scullers  
Sevatirth  
Shoppers Stop  
Tech Mahindra Foundation  
Viveks  
Wazir  
Welingkar College  
Wooqer  
Youth 4 Jobs Foundation  
and all the retailers who support Ttrain  
for various initiatives



AUDITED  
FINANCIALS  
2014-15

Name of the Trust:  
**Trust for Retailers and Retail Associates of India**  
 Expenditure Account for the year ended 31st March 2015

EXPENDITURE	Rs.	Rs.
To Expenditure in respect of properties:-		
-Rates, Taxes, Cesses	-	
-Repairs and Maintenance	-	
-Salaries	-	
-Insurance	-	
-Other Expenses	-	-
To Establishment Expenses		
To Remuneration to Trustees	-	
To Remuneration (in case of a math) to the head of the math, including his household expenditure, if any		550,000
To General Expenses		-
To Auditor's Remuneration		70,351
To Amount written off:		
(a) Bad Debts	-	
(b) Other Items	-	
To Employee Cost		-
To Miscellaneous Expenses		
(a) Travelling Expenses		
(b) Miscellaneous Expenses	10,300	10,300
To Depreciation		53,131
To Amount transferred to Reserve or Specific funds		
To Expenditure on Objects of Trust		
(a) People with Disabilities with Retail Project		
(b) TMF	1,606,130	
(c) Pankh Project	6,831,030	
(d) Health Care and Welfare		
(e) Expenses for Retail Award and Retail Day	5,367,289	13,804,449
To surplus carried over to Balance Sheet		
Total Rs.		14,488,231

As per our report of even date  
 For J.D Bhagchandani & Co.  
 Chartered Accountants  
 FRN No.:101105W

Jayesh D. Bhagchandani  
 Proprietor  
 M.No 41913

## Income Account for the year ended 31st March 2015

INCOME	Rs.	Rs.
By Interest (realised)		
-Interest on fixed deposit	1,701,373	
-On Securities	470,000	
-On Loans	-	
-On Bank Account	-	2,171,373
By Other Misc. Income		
By Donations/Income in Cash or Kind Donation Others		
Donation for People with Disabilities with Retail	3,353,600	
Donation TRRAIN Retails Awards	2,100,000	
Sponsorship Fees	5,000,000	
Training Fees	35,000	
Employment Fees	631,533	11,120,133
By Grants		
By Income from other sources		
By Transfer from Reserve		
By Deficit carried over to Balance Sheet		1,196,725
Total Rs.		14,488,231

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

Name of the Trust:  
**Trust for Retailers and Retail Associates of Inida**  
 Balance Sheet As At 31ST MARCH, 2015

FUNDS & LIABILITIES	Rs.	Rs.
Trusts Funds or Corpus:-		
-Trust Fund	10,000	
-Corpus Fund	26,194,921	26,204,921
Other Earmarked Funds: (Created under the provisions of the Trust )		
-Sinking Fund	-	
-Reserve Fund	-	
-Any other Fund	-	
-Major Medical Facilities Fund	-	
Opening Balance	-	
Add : Transferred from Income and Expenditure	-	-
Loans (Secured or Unsecured):-	-	-
Liabilities:-	-	
-For Expenses	1,977,851	-
-For Advances	-	
-For TDS Payable	75,185	
-For Sundry Credit Balances	-	2,053,036
Income and Expenditure Account:-		
-Balance as per Balance Sheet	1,836,694	
-Less: Appropriation, if any		
-Less: Deficit for the Current Year 14-15	1,196,725	639,969
<b>Total Rs.</b>		<b>28,897,926</b>

As per our report of even date  
 For J.D Bhagchandani & Co.  
 Chartered Accountants  
 FRN No.:101105W

Jayesh D. Bhagchandani  
 Proprietor  
 M.No 41913

PROPERTY AND ASSETS	Rs.	Rs.
Immovable Properties:- (At Cost)	-	-
Fixed Assets		182,429
Investments:-		2,171,373
-FD with Bank	19,500,000	
-IDFC NCD	5,000,000	24,500,000
Furniture & Fixtures:-		
Loans (Secured or Unsecured): Good/Doubtful		
-Loans Scholarships	-	
-Other Loans	-	
TDS receivable	870,224	870,224
Current Assets , Loan and Advances		
-Receivables	1,245,591	1,245,591
-Prepaid Expenses		
Interest Accured on Bank Deposit		
-On FD	741,698	
-On NCD	81,123	822,821
Cash and Bank Balances:-		
(a) In Current Account (Cash in Hand)	1,271,399	
(b) With the Trustee		
(c) With the Manager	5,461	1,276,860
Total Rs.		28,897,926

The above Balance Sheet to the best of my/our belief contains a true account of the Funds and Liabilities and of the Property and Assets of the Trust.

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

Name of the Trust:

Trust for Retailers and Retail Associates of Inida

all figures in Rs.

## SOURCES OF REVENUE AND UTILIZATION OF FUNDS

Financial Year	Donations / Revenue	Utilization
2015	20,929,506	16,094,733
2014	26,779,936	14,912,866
2013	20,496,187	10,490,473
2012	10,860,725	11,246,377

## FUND UTILISATION STATEMENT FOR FY 2014-2015

### A] Sources of Fund

Source Head	Donations	Corpus	Sponsorship	Total
TRRAIN Retail Awards			5,000,000	7,100,000
Retail Employees Day	-	-		
Pankh - Training & Livelihood for Persons with Disabilities				3,353,600
General Corpus				7,638,000
Training Fees / Employment Fees			666,533	666,533
Other Income				2,171,373
			5,666,533	

### B] Utilisation

Expense Head	Donations	Corpus	Sponsorship	Total
TRRAIN Retail Awards	115,557		5,000,000	5,115,557
Retail Employees Day	251,732	-		251,732
Pankh - Training & Livelihood for Persons with Disabilities				8,437,163
Employee cost				1,258,759
Admin, Statutory & other expenses			666,533	1,031,522
			5,000,000	



# 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

INDU RAO Behavioural Science Practitioner

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





