

# *Empowering* People

Annual Report 2013-2014





Three years and still counting. It all seems like a dream..a dream which a small team of dedicated people set out to achieve, with no particular target or numbers to accomplish but with just a belief that the retail space needs to be relooked at with due importance given to the retail associates.

It was in 2010 that we conducted an in-depth study amongst retail employees and employers which threw a very critical observation - that there is a significant gap between what the employees give to the profession and what they receive in return. Employers were looking at employees who extended care and concern and maybe employees were contributing more than that.

And we immediately jumped at the opportunity to bridge this gap and thus started a beautiful journey with TRRAIN. Over the last few years, we have through our various initiatives tried to create a feeling of pride and dignity amongst retail associates and make them, feel deserved. Our endeavour to create the “Next Generation Retail” that predominantly serves the retailers and where the associates have been well acknowledged and received by the industry. It’s really heartening to see how a small thought can make such a big difference and how so many people came forward to partner with us in order to make thousands of dreams come true.

The last three years have been truly rewarding in every sense. We have been able to achieve numbers which we had not set to achieve. 796 Pankh trainees across 10 centres placed with 47 retailers; educated 1657 employees in 35 retail companies across 14 cities; 1 million associates across 400 brands celebrating Retail Employees' day and TRRAIN Retail Awards saw 3500 entries coming in from across 103 cities and 85 retailers.

And last year saw TRRAIN adding other significant firsts to these milestones-

- Pankh along with Accenture launched a white paper titled ‘Breaking New Ground – Empowering Persons with Disabilities to Succeed in Retail Sector,’ which focused on how the Indian retail industry stands to benefit by hiring Persons with Disabilities (PWD). The report resonates TRRAIN's believe that an inclusive retail environment needs to be created for these people as employing them is socially relevant as well as makes sound business sense.

- TRRAIN’s Retail Employees’ Day went international with Boyner Group, Turkey celebrating 12th December across their 400+ stores and on their various communication platforms.

Going forward, TRRAIN plans to advocate and support the various causes of social security for the retail associates, which would range from health camps, financial literacy awareness to wellness. We have already taken a step forward in this direction by partnering with Have A Heart Foundation to support the retail community by facilitating 100 heart operations for retail employees and their immediate and dependent family members.

I wouldn't want to miss this opportunity to thank all our partners who reposed their faith in a start-up entity like TRRAIN and helped us with their guidance to achieve what we did in the last three years. I would also like to thank our advisory board members, donors and supporters, employees and volunteers who have volunteered their service to make TRRAIN what it is today.

*B. S. Nagesh  
Founder, TRRAIN*



# 1 Retail Employees' Day

The retail sector, which employs approximately 33 million employees, has one of the highest attrition levels among industries which is at 40-50 %. And the major reason for that, the industry believes, is the absence of 'employee pride and respect.'

As customers we take a lot of things for granted. Customers take it as their right to tell a delivery boy or a shop attendant as to what has not been done correctly, but rarely do customers stop to appreciate and say a 'Thank You'.

These two simple words are rarely said even in modern retail. Sales executives have to deal more with customer wrath than appreciation.

"Pride and respect is not about giving fat salaries and fancy designations, it is about recognition within the fraternity as well as outside the fraternity," expressed Mr B S Nagesh. Retail Employees' Day, which started on December 2011 in order to bring the retail employees into focus and to thank them for their untiring efforts, saw close to 500 retailers from all over India participate this year.

The idea has now spread beyond India. In what TRRAIN hopes will be the start of a trend, Boyner Group (With 480 stores and 7 e-commerce sites) celebrated Retail Employees' Day in Turkey.



## Retail Employees' Day Celebrations



- Captured the special moments in their post bag "HyperCity TIMES"
- Message board was put up wherein all staff were invited to share their sweet memories with HyperCity
- Roses and Star badges were distributed to the customer and requested to present a star to any of the associate they want to appreciate
- Movie screening with complimentary popcorn and cold drinks

- Invitations were sent to the loyal customers to call them to the stores & welcome their employees to wish them on this special occasion of Retail Employees' Day
- One Graffiti Board where employees' express their feelings and experience with the company
- Smiley Stamps on the left hand of the employees
- Display of the creative's of Happy Retail Employees' Day at Customer Service Desk, Fun zone & Back Office



- Employees were treated as stars by a Red Carpet welcome by mock paparazzi, clicking employee's pictures as they walk into the store
- Various cultural activities were put up by the employees displaying their talent and enthusiasm
- Thank You note was personally handed over to each employee appreciating them for their unconditional service
- Employees were given a chance to share the moment they treasured the most @Lifestyle through the Culture Tree tags which formed the leaves

- Every member of the Corporate Office support teams visited at least 3 cafes and wrote personalized THANK YOU notes for the staff there
- Cake cutting



- Had a Smiling contest,
- Specially recorded messages from the CEOs were broadcast to all the stores
- A special RED QUIZ was hosted on the online Learning Management Systems- giving store staff a chance to win many prizes

- An exclusive movie show in a multiplex together for C. Krishniah Chetty & Sons sales team
- A special 7 % discount for the C. Krishniah Chetty & Sons Sales team, their relatives, family and friends
- Story writing Competition for the sales team on, "My Most Memorable Customer Interaction"



## Retail Employees' Day Celebrations 2013 @Star Bazaar

Retail Employees Day was celebrated on December 12th, 2013 in all our stores and corporate offices.

When we got down to planning for this day, we were very clear that we would like to stick to the core of the spirit and execute it very well. So besides general celebration, we wanted to make sure we reach out to all our people and let them know how much their contribution matters and thank them personally. The success of the event was to be measured by how genuine people thought we were, in thanking them. We really wanted to make this day memorable and special for our colleagues.

In our store, the Retail Employees' day was celebrated with great enthusiasm. Members of senior leadership team visited each store and personally thanked the colleagues in the store for their contribution towards MAKING WHAT MATTERS BETTER, TOGETHER, which is our purpose. Each colleague was given a Thank You card signed by Mr Noel Tata, and Mr Jamshed Daboo. The fact that senior members from the company had come down only to meet people personally and say thank you with a personalised card, made them feel very special. There was a function organised to celebrate the event with cake cutting and thank you message from the store management team. They definitely had a great time and their smiles were memories that we shall always treasure. We used this occasion to announce our new Health and Safety Policy and emphasised on our commitments towards health and safety of our people. There could be no better occasion to roll this new policy out.



Retail Employees' Day Celebrations 2013 @ITC



## Here are a few testimonials from the senior management and spokesperson of various brands

"Retail Employees' Day is a great effort. It recognizes the people who are the face of our brand. This day is an opportunity to bond, reconnect and celebrate the untiring efforts of our colleagues towards creating excellence in service for our customer".

"We at Madura Fashion Lifestyle value our retail front end employees. On the occasion of Retail Employees' Day we sent personalized Greeting Cards to all our employees appreciating their incessant contribution. "



Rajesh Jain  
Director and CEO,  
Lacoste India

Subramanyam Namuduri  
National Retail Operations Manager,  
Madura Fashion & Lifestyle

# 2 TRRAIN Retail Awards

TRRAIN celebrated TRRAIN Retail Awards on 12th December 2013 in New Delhi at The Lalit. The day, being celebrated for the third year, brings the retail employees into focus and thanks them for their untiring efforts and contribution to augment the retail sector for providing better customer service. Nominees from different cities in India were felicitated for their extraordinary contribution in helping their esteemed customers.

Mr. B S Nagesh asserted about the awards, "This year the stories of customer service excellence are exceptional. We have seen our associates using skills to serve customers at the same time increase sales. With more retailers and retail employees joining the celebration, the day is not far off when the nation will celebrate retail, which is one of the largest employment generator, a substantial contributor to India's GDP". He also mentioned, "With players like Marico supporting Retail Employees' Day celebration and taking it to the general trade and food & grocery retailers, the day will become a big equalizer in the industry. On this day we will celebrate retail as one fraternity and not differentiate as big retailers or small retailers or modern trade and general trade."

Additionally, CEO's of top line retail chains like Kishore Biyani of Future group, Venu Nair of Marks & Spencer, Sanjay Sahni of Ritu wears, Siddharth Bindra of BIBA, Nikhil Mohan of Blackberrys and many others were present to encourage and support the retail employees on this occasion. 200+ leaders from retail, FMCG, malls, real estate, jewelry, technology and allied services industry were present at the occasion to applaud for these heroes.



*Saswati Das, National Winner from the Raymond Store, Barasat (Kolkatta) for Being Human Category*

“ Our regular customer Mrs. Rupa Saha visited our shop along with her daughter who is approx. 2 years old. On that day it had rained quite heavily for 2 hours. Being a regular visitor, the baby girl was very fond of me as I used to always treat her to chocolates or ice cream. The customer came to buy combo packs for gifting. I sold her one carton of combo pack containing 12 pcs, along with 15 plastic packets and 12 pcs pens as gifts. It was difficult for her to carry the carton along with her other purchases, given that she was already holding her daughter who was full of energy and restlessness. Sensing her difficulty, I requested my manager to allow me to accompany her to her house which was about 2 km's away.

Barasat does not have taxis or auto rickshaws and the only mode of public transport is cycle rickshaws popularly called cycle vans. We stopped a cycle van who agreed to take us to Kazipara (her house) for Rs.35, which my manager had told me to pay. The customer handed me the carton of combo packs and other plastic packets containing sarees. I put the baby in the mother's lap and got on to the cycle van. The cycle van basically has an open wooden platform for people to sit. There are no side railings or any covering on top. Barasat also has open drainage system and due to rains the kachha road had become muddy and slippery. The drains were over flowing with muddy water. On the way there was a sharp bend and due to fading light the rickshaw driver was not able to see a brick on the road and banged into it. Due to the jerk, the baby slipped from the mother's lap and rolled into the open drain which was overflowing with water due to the rains. Without missing a single moment, I jumped in the drain and took the baby out from water. The baby was hurt and crying. She had also swallowed some water and was coughing and was out of breath. She also had some cuts in her hands and legs. Seeing this some public came to help us. I thumped her back and took her to the nearest hand pump by the road side and cleaned her. The mother was hysterical. All my clothes were full of dirt and garbage. Then I quickly dried the baby with one of the shirt piece from the combo pack. Seeing this, the baby's mother composed herself and started to clean the baby's body and my hands and legs. I told her not to do so and dropped them to their house. I also offered the mother to take the baby to the nearest clinic but she refused. The customer offered to make tea and told me to have a bath and offered me her clothes which I politely refused.

I called my manager who allowed me to go home and take the day off. Next day the father of the child along with the customer and the baby came to the shop and thanked me and the manager and also treated us to Sandesh and samosas. My manager told them to return the combo pack which I had used to dry the baby, they refused to change but next day we sent our man to their house with a new combo pack. ”



*Gurdit Singh - National Gold Winner, Regional Winner for North Zone from Hypercity, Amritsar for Food & Grocery Category and the Most Popular Choice Award Winner for TRRAIN Retail Award 2013*

On 8th of April 2013, Mr. Gurdit Singh was busy assembling and displaying sports equipments on trading floor when he saw a customer in his section. Leaving his assembling job he asked the customer his requirement and came to know that the customer was interested in purchasing the Tread Mill. He started showing the Tread Mill to the customer, gave demonstration of all the machines available on the floor and finally the customer liked a Machine costing Rs 25000. The Customer enquired about the Home Delivery service(as per the store policy, Home Delivery upto 30 kms is free beyond that the customer needs to pay Rs 15 per km) and decided against purchasing the product since he belonged to District Plumper in Himachal Pradesh which was 250 Kms away from the Store.

Gurdit spoke to his Team Leader and Manager, but everybody refused to provide free Home Delivery, which amounted to Rs 8000. It was a tough decision for Gurdit - whether to sell the product to the customer or not. He spoke to his Team Leader, Mr. Vishal Chauhan, who also belonged to Himachal Pradesh and came to know that there was a bus service between Amritsar and Palampur. He immediately asked the customer to buy the product and promised him that the Tread Mill will be delivered to him free of cost.

Next day, Gurdit reached the bus stand and spoke to the bus driver and conductor regarding delivery of the tread mill to Palampur. They agreed to load the product on their bus but on one condition- Gurdit had to personally travel and hand deliver the product. On 10th April, with the help of his store staff, Gurdit loaded the machine on the bus and requested the customer to come to Palampur bus-stand with a vehicle. At Palampur bus-stand, the customer was surprised to see Gurdit getting off the bus along with the Tread Mill. After this incident, Gurdit got four more order of Tread Mill from Palampur and delivered all the Tread Mill in the same way. Thanks to Gurdit, the store now supplies sport equipments to Himchal Pradesh as well.

# 3 PANKH



“Disability is a matter of perception. If you can do just one thing well, you’re needed by someone” – Martina Navratilova

This reflects the true essence of Pankh – Wings of Destiny - an initiative by Trust for Retailers and Retail Associates of India (TRRAIN) and Youth 4 Jobs Foundation (Y4J) that was initiated to give wings to the various dreams of People with Disability (PwD). At Pankh, it’s our endeavour to empower them by giving them an avenue for self-actualization, a means of livelihood and growth. We do this by training PwD and providing them employment opportunities in retail industry thereby creating a sustainable, inclusive and growth oriented environment in the retail sector.

1 in 7 people around the world are disabled bringing the total figure to 1 billion people, about 15% of the world's population. Of this 785 million are of working age. That’s right. There are so many people with ability that we all can factor in into our workplace. The Indian retail industry is slated to grow from its current market size of 500 billion USD to over 1.3 trillion USD by 2020. Besides being one of the country’s largest employers, which employees around 33 million people, the retail industry offers specific benefits that make it accessible and attractive to People with Disabilities employees.

## Recruiters of Pankh Students



The journey of Pankh started with B S Nagesh, founder - TRRAIN setting up Pankh in May 2011 by mapping various roles in retail that would compliment people with disability and transform their disability into ability. Out of 110 roles identified in retail industry, 34 roles were mapped to people with locomotive and speech & hearing disabilities. Since then, more than 800 people with disabilities have been trained and employed in retail industry under this program. Pankh at present runs in 10 centres - Hyderabad, Tirupati, Bengaluru, Vishakapatnam, Ahmedabad, Vadodara, Rajmundry, Nalgonda, Gadag and Mumbai in association with various local Non-Government Organizations.

While we continue with our past NGO partner like Alamba Charitable Trust, we have formed partnerships with some of the new NGOs in the current year - Samarthanam Trust for Disabled and Blind People's Association.

Last year saw our students being placed with about 25 big retailers like HyperCity, Reliance, Lifestyle, Pantaloons, Megamart, Auchan , Tanishq, Star Bazar, Total Mall, Shoppers Stop, Metro Shoes, Timezone, Croma, The Mobile Store along with QSR set-up like KFC, CCD, Mad over Donuts and MacDonald to name a few. We have successfully trained and placed 70 students under Samarthanam, 45 under Alamba and 42 under Blind People's Association in the last year.

We conducted about 40 Employee Focused Group Discussion with various Hypermarkets like Total Mall, Star Bazaar, HyperCity where we have tried to address issues concerning PwDs and problems faced while working together. Sensitization Workshops were also conducted for Total Mall and Dominos where we tried to sensitize the management about hiring PwDs in retail and related aspects.

Pankh and Accenture also launched a white paper titled ‘Breaking New Ground – Empowering Persons with Disabilities to Succeed in Retail Sector,’ which focused on how the Indian retail industry stands to benefit by hiring persons with disability in the retail industry. The white paper report, which is aimed at sensitizing both retail organizations and the government to the benefits of employing PwD, demonstrates how PwD employment is socially relevant and makes sound business sense. The report captures interviews from over 47 HR representatives across a spectrum of retail organizations, Central and State Government officials working for PwD welfare, NGOs and PwD individuals working in the retail space and found that manpower costs add up to more than seven percent of total costs in retail.

The white paper is developed to help create an eco-sphere where companies, governments and civil society organizations will come on board to mainstream hiring persons of disability in the retail industry.

The whitepaper was launched in January 2014 in Bangalore and Mumbai. Both the events had detailed presentation on the study followed by a panel discuss. The events were graced by retail stalwarts like Mr Kishore Biyani, Mr Kabir Lumba, Mr J Suresh, Mr Venu Madhav, Mr Mark Ashman, Mr Venkatramana, Officials from Vocational Rehabilitation Center, Karnataka, Mr Bhattacharya, Director - Ali Yawar Jung National Institute of Hearing Handicapped, HR representatives from various retail organisations and also representatives from NGOs.

Mumbai



Whitepaper Release : From Left – Ms Meera Shenoy, Mr Kishore Biyani, Mr Ranjan Chaudhary (NSDC), Mr B S Nagesh



Ms Meera Shenoy, Youth 4 jobs Foundation address the guests



Guests at the launch



Mr B S Nagesh addressing the guests



Mr B S Nagesh with the Pankh Alumni



Panelist - Kumar Rajagopalan, CEO - Retailers Association of India, Mark Ashman, CEO- Hypercity Retail, Mr Aqueel Merchant, Accenture, Mr R Bhattacharya, Ali Yawar Jung Institute, Mr Vijaykar, Cafe Coffee Day

Bangalore



The release of the whitepaper by - Aqueel Merchant, Accenture, J Suresh, Arvind Brands, S Raghunandan, Prestige Constructions, Kabir Lumba, Lifestyle International



A Pankh trainer from Total superstore



Ms Kamalakshi -Pankh alumni shares her story of impact of the initiative. She works with Star Bazaar, Bangalore



The Pankh team with the alumni



Panelists - Ms Bhoomadevi, Ms Rita, Mr Aqueel, Ms Nandini Mehta - HR, Max Fashions, and Mr Ravi Garg, Wadhvani Foundation



Mr S Raghunandan talks about his support to the initiative

## Success Stories

### PANKH



#### Gulam Shaikh

Gulam Shaikh, a young boy from Sakud village in Beed district, lived with his parents who are daily wage farmers and his siblings, of which one is deaf just like him. A SSC pass-out student, Gulam has seen hardship when his studies used to get effected when he was forced to work in the farms and also had to work in the tea stall after his education. Serving tea to people for 12-14 hours a day for an earning of Rs 3000 a month wasn't his dream.

He always aspired to become big and earn as much money as he can. And for this he left no stones unturned. He completed his HSC through correspondence and then turned to Pankh when he realised that his education wasn't enough to get him a job. Gulam now works with Star Bazaar and can easily support his family and dreams.



#### Atul Sakhare

Atul, a HSC pass-out belongs to a small village in the Jalna District where he had been trying to get a job in a factory but couldn't succeed because of his disability. He is deaf by nature but not by attitude. He decided to transform his life and came to Mumbai to train with Pankh. He is now recruited with Lifestyle as a cashier and has the resources to support his family and give wings to his dreams.



#### Khadhar Valli

Khadhar Valli hails from Gurrampkonda mandal, Chittoor district. He suffered from heart problem since childhood and was humiliated due to his disability – Dwarfism. Due to this his self-esteem was very low and he left college also.

One of his friends asked him to join the PANKH Program at Tirupati training centre. When he joined he was very reluctant to participate in any activity and also had a doubt as to how the training will help him in getting the job. But after picking up skills in English, soft skills, computers and retail he gained confidence. After training he got selected in Café Coffee Day as a trainee in Chennai with Rs.5200 salary (free accomodation). Within a period of 3 months, his work won him best employee of the month award. Now he supports his family and continues his distance learning education.



#### Mukkella Koulutla

Mukkella Koulutla, working with Cinemax as Customer Care Executive (CCE) at Inorbit Mall, Madhapur, in Hyderabad for a Salary of Rs.7500. His Job is to work in Box Office and handle the Cafés cashier desk.

He works with Cinemax for the last 6 months now and is very happy. He likes serving the customers and he love his job. His team mates are very sensitive and support him. He is also a good team member. He hails from a rural village Karivemulla, from Kurnool town of Andhra Pradesh. His Parents are agricultural labour and they earn about Rs.5000 per month if they both work for a full month which is also seasonal and erratic. He is the eldest son. After all his expenses he is managing to send Rs.3000 every month home.

His parents are happy to see him working and personally he has earned lot of self-respect in the family and community. He credit his success to the training received with the support of PANKH at Youth4Jobs Hyderabad centre. He believe his hidden potential was explored with the intensive training and he picked up the required skills and self-confidence.

He want to grow in the same Entertainment Industry.



# 4 TRRAIN APTECH Education Program

In 2013-14 we built on the success of the TRRAIN Foundation in association with Aptech and a roaring positive feedback from the retailers and associates we trained, boosted us to provide more and more.

A total of 745 frontline employees from retail benefited from our training this year. 39512 student hours of training were imparted since the inception of this program with various retailers trusting us and engaging as their learning and development partner.

Our spoken English for the Retail program has always been on the top of the list for retailers which has not only enhanced the communication skills with customers but also made an impact on the personal life of the associates. Towards the end of the year it was understood that the industry is growing subsequently and along with it the need for enhanced education is also growing. Hence, going forward content development for new modules, whilst simultaneously upgrading the offering with enhanced pedagogy will remain our prime focus.



Testimonial from Lifestyle's associates. TRRAIN Foundation conducted training for 60 associates of Lifestyle International in Mumbai.

"I always had trouble in speaking English; my grammar was really bad and I couldn't form a sentence properly. The classes conducted by TRRAIN not only emphasized on pronunciation, prepositions, articles and conjunctions but also instilled in me confidence to speak to the customers. I can speak loudly and with confidence in front of people now."  
- *Sushant (Men's Apparel, Fashion Consultant)*

"My confidence has increased ten-folds. It's amazing to see how all of us now look forward to reading a newspaper in the morning and then discuss about it in English. I can converse in English confidently and without any doubt."  
- *Nikita (Female's Apparel, Fashion Consultant)*

"This training has been real helpful and a game changer. On the shop-floor, an associate doesn't have much time to address and converse with the customer and in this time if he finds himself struggling with words, then he loses the customer. The training has given me a platform to not only learn the language but also enhance my vocabulary and grammar. I can now talk fluently with the customer. Secondly, the course has instilled in us a wonderful habit- of reading newspaper everyday to increase our knowledge and English skills. So, all of us make it a point of reading a newspaper while commuting to office."  
- *Ajitab (Men's Apparel, Fashion Consultant)*

"10 weeks ago I participated in the class. I would shiver in front of all the students present and would hesitate in talking. But now I don't have any stage fear. I can now speak efficiently, without stammering and staggering and with full confidence."  
- *Wasim (Men's Apparel, Fashion Consultant)*

"We are no more restricted to using just basic English. We have improved our communication skills. The course has taught us about business communications and professional English. We are now able to write official emails."  
- *Faizal (Men's Apparel, Fashion Consultant)*

### Reasons why they will recommend the course:

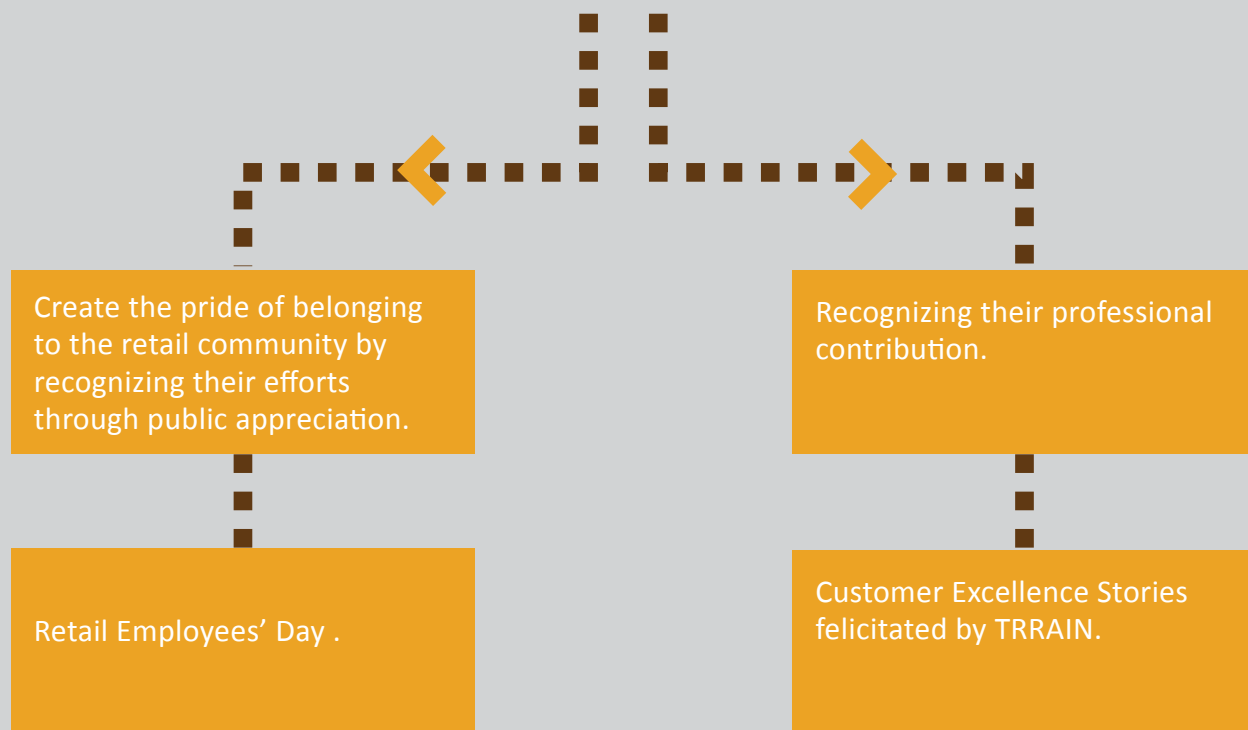
- ♥ Confidence building
- ♥ A good substitute for other English courses/classes that are available all over town as it trains you only in professional English
- ♥ It allows you to work and learn simultaneously
- ♥ Teaches professional English and business communication
- ♥ Directly and unhesitatingly converse with the customers; and tackle them when store supervisor is not there
- ♥ Enhance self value through learning English
- ♥ Learn the art of group discussion and written English

# 5 COMPLETION OF 3 YEARS



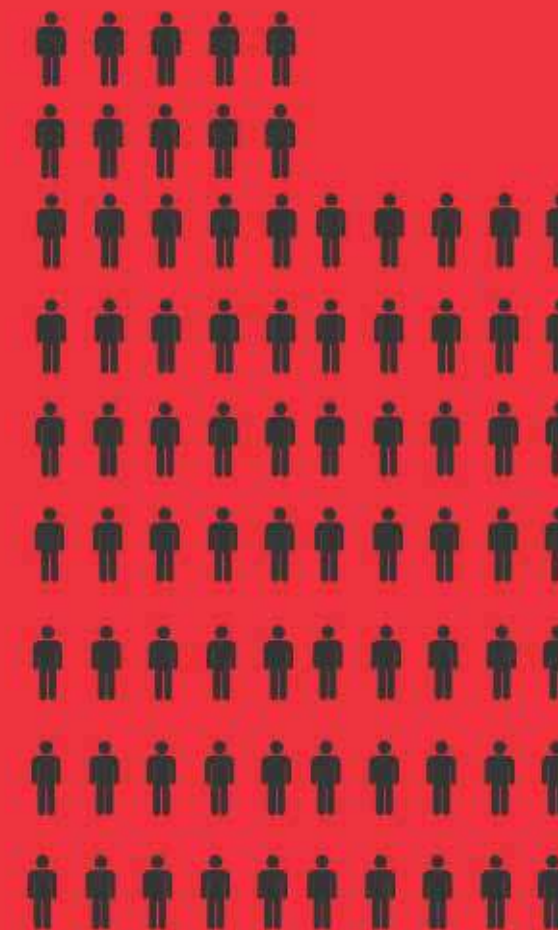
EMPOWERING PEOPLE IN RETAIL

**A TWO PRONGED STRATEGY**



CREATING AFFINITY AND LOYALTY WITH OUR RETAILERS AND RETAIL ASSOCIATES.

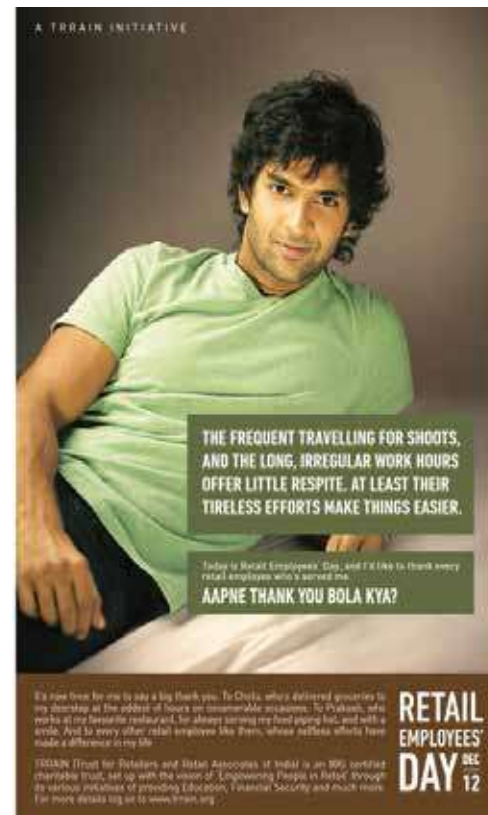
**RETAIL  
EMPLOYEES'  
DAY** DEC  
12  
A TRRAIN IDEA



2011-12  
0.15 million

2012-13  
0.5 million

2013-14  
1.0 million



**Pankh**  
*Wings of Destiny*

**INCLUSIVE WORKFORCE IN RETAIL**

EMPOWERING PEOPLE WITH DISABILITIES TO SUCCEED IN RETAIL INDUSTRY BY PROVIDING THEM WORK READINESS TRAINING AND SUPPORTING THEM WITH EMPLOYMENT OPPORTUNITIES

A TRRAIN - YOUTH4JOBS INITIATIVE

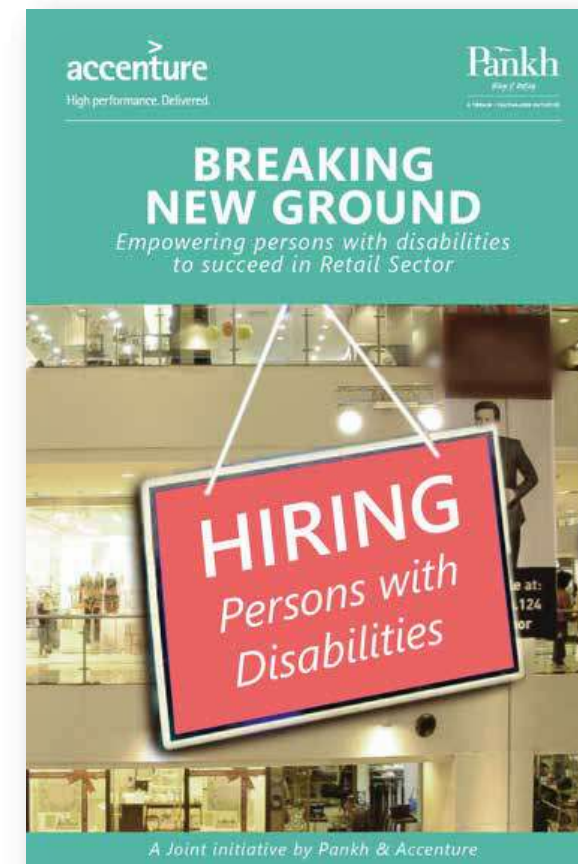


**WHITEPAPER**

**Objective**

- ▶ How the Indian retail industry stands to benefit by hiring People with Disabilities (PWD)
- ▶ How PwD employment is socially relevant and makes sound business sense
- ▶ Aimed at sensitizing both retail organizations and the government

In association with Accenture



Pankh Training being held



Graduation Ceremony across centres



Pankh Trainers at Job



**TRAINING & SKILL DEVELOPMENT**

PROVIDE SHORT TERM COURSES FOR RETAIL ASSOCIATES TO UPGRADE THEIR SKILLS AND MOVE UP THE PROFESSIONAL LADDER



# Hours of Training  
# Associates trained



Concept

The ONLY RETAIL AWARD in the country which recognizes and rewards the Retail Associates at an industry level.

Rewards associates in both Modern and Traditional retail for SERVICE EXCELLENCE.

Encourages Associates to raise the SERVICE BENCHMARK in Retail.

Creates PRIDE OF BELONGING to the Retail Industry and DIGNITY of being a Sales Associate.

PROFESSIONAL LIFE



*"My life has changed 360 degrees in last 2 years for good."*

**JITENDRA KALYANI,**  
WINNER OF TRRAIN RETAIL AWARDS 2011

- He has been able to buy a house for self in Nasik.
- He has been promoted to a Team leader from an associate, has recently appeared for internal exam for the post of Manager in the organization.
- Has been internally well recognized and appreciated in his organization, has received increments
- Mentors new recruits in the store.

PERSONAL LIFE



*"I got great respect in my company as well as society after winning the TRRAIN Retail Award. I became a local HERO. In fact I could get engaged to my girlfriend because of this recognition"*

**MOHAMMED GHOUSE,**  
WINNER OF TRRAIN RETAIL AWARDS 2012



## Day in the sun for 'faceless' retail heroes

**Seven Mannu / fra**

**Kolkata:** They are the faceless people forever relegated to the back end of the retail. Rarely do shop helpers — the person who helps you pick the correct shirt for your husband's birthday or the ever-smiling store assistant who chooses the dinner set you always wanted to buy your friend for her anniversary — step into the limelight. But this is their day in the sun.

Trust for Retailers & Retail Associates of India (TRRAIN), a charitable body has decided to publicly celebrate its "faceless" retail workers at a ceremony in Delhi on Thursday for going beyond the call of duty to give customers a fantastic — and often heartwarming — shopping experience. Three of them hail from Bengal.

Dominos' pizza-delivery boy Chandan Kumar Shaw is an ordinary soul and Patna-based Aditya Vir Singh will be more than happy to reach for that. A couple of months ago, on the last evening of a visit to this city to attend a friend's wedding, Aditya was at his wife's and when he realized his wallet had been stolen when he had stepped out of his central Kolkata hotel. Just before stepping out of the hotel, he had ordered a pizza from Dominos. "I loaded them back and told them to send the pizza," he said.

But the person at the other end, who also happened to be the one who was assigned to deliver the pizza, asked me the reason for cancellation. I told him I had lost my wallet. Surprisingly he told me not to worry.

A few minutes later, Chandan rang the bell of Aditya's hotel room, delivered the pizza and told him he wouldn't have to pay for it. "He asked me how I would manage without money. I told him I was returning to Patna in a little while," Chandan asked Aditya if he had enough money to return to Patna. "I told him I had my return tickets, but had to pay the hotel rent," said Aditya. Without batting an eyelid, Chandan offered him six 500 from his own pocket. "He said I could deposit the money in his account once I reached Patna. I was overwhelmed," says Aditya, who has clearly not got over his surprise.

She often forgets to say even the most basic "thank you" for grasping us a good shopping experience, but Aditya was so moved that he reported Chandan's sterling deed to Dominos's author site.

Chandan's action has been adjudged as one among the 16 most compelling such deeds by workers in the retail sector by TRRAIN.

The story of Kanai Mahato, a Pantawala sales executive boy, is no less fascinating. It all happened when a foreigner came to buy a MacBook overnight some weeks ago in search of a pink hair band.

much so, that he went hunting for the band with a vengeance. He searched the store racks, the product logbooks, but drew a blank. He next started calling up the other branches of the retail chain in the city and asked them, one by one, whether they had a pink hair band in stock. But all his efforts went in vain. "The little girl was becoming more impatient and my primary concern then became to bring a smile to her face. I kept on thinking how I could do so. Finally, I called up our store in Durgapur and found that they had one such hair band," Kanai told TOI.

But how could he get the hair band to the girl? Kanai persisted, and after several attempts, finally learnt that a top executive from the shopping outlet was about to travel to Kolkata the next day. Kanai requested him to bring the hair band with him. "The next evening, I handed over the same hair band to the girl. She was so happy and she had the band in her hands. The smile on her face was priceless," says Kanai, who has also been nominated for the award.

Another person from the store who'll share the spotlight with Chandan and Kanai is Sudhartha Dutta, a salesperson from Pantawala's Siliguri. Sudhartha took a tricky and spontaneous decision to please an elderly customer who had brought a dress for exchange because it was not the right fit — but the tricky problem was, she had bought it a year back, and had lost the receipt. Sudhartha told her that an exchange was not possible since there was no bill and the transaction was almost a year old. "Looking at her dejected face, I suggested that I could make her look good in the same dress if she gave me a couple of hours. She agreed, and I took her measurements. When she returned and tried the dress on in the trial room, she could not stop smiling," recalls Sudhartha, who cannot forget the customer's compliment: "You should go for a fashion designing course."

It is stories like these that have encouraged TRRAIN to put a face to the so-called "faceless" employees of retail. "We are committed to upgrade the lives of people in retail, both at work and at home. December 12 has been earmarked as Retail Employees' Day to bring them into focus and to thank them for their smiling efforts," said TRRAIN founder B S Nagesh.

But also helped the retail chain obtain many more orders from Himachal Pradesh. Similarly, Sathish Pandey, of Shoppers Stop, Lucknow, got a bronze for spotting two customers trying to steal from a store and reporting it.

TRRAIN is a charitable trust founded by former Shoppers Stop MD and currently non-executive vice-chairman **B S Nagesh**, with the idea of empowering people in retail who have been striving to empower retailers.

Apart from initiatives such as recognising grassroots-level retail workers, Nagesh has also been holding training programmes to help retail workers improve their skills. In a conversation with **Arpita Mukherjee**, Nagesh says focus on retail, especially its front-end staff needs to be increased. Edited excerpts:

**Q: Can you tell us how and why you started empowering grassroots-level retail staff?**

A: When we started, we wanted to create a trust which could help and empower people in retail, the second-largest sector in the economy. We saw three large areas where we could work. All that we are doing is to create a 360 degree impact in those areas. The first area is pride in these people and respect towards them. To build their pride, we conceptualised the event called 'Retail Employee Day'.

We said if all companies employing retailers could celebrate the day with their employees, they could thank the employees for what they do during the year.

They act as first mile of the consumer connect and the last mile of the product. We believe it is catching on and fortunately the industry is supporting the event. Most of the employees think they're working in the retail sector because they're not educated and that's why they don't get any recognition. We told them the best way to do it is to ask the employees to tell stories of how they helped their customers. So, we got the retail awards conceptualized and the first award function was in Mumbai. Last year it was in Bangalore and this year it is in Delhi. For the awards, we are saying that if you encourage your employees to deliver better customer service and report the customer service within the organization, you start developing a whole lot of stories that help you develop and emulate and keep improving.

Our idea by putting this together is to have Indian stories of excellence in customer service at MBAs and colleges, rather than looking at so many stories that come out of old books or international markets.

The second area we saw is increasing attrition in retail. Retailers were not finding many avenues to skill themselves. So, we started two initiatives. One was to find avenues to increase retention. We created the disability programme, where we mapped all the possible roles in retail.

We have mapped about 130 roles. We then mapped all the disabilities in the country (there are 70 million disabled people in this country) and not even one per cent of them have jobs. We were able to identify 30 roles in retail, which can be done by people with locomotive disability or are hearing impaired.

On the basis of that we developed content, and in the first year, we had 22 rural youth who were provided a means of earning a livelihood in the Hyderabad centre. Last year, we had two centres — Hyderabad and Tirupati and we had about 100 odd youth who were trained and they are earning a livelihood.

This year as I am speaking, we have six centres operating in Hyderabad, Tirupati, Bangalore, Dharwad, Mumbai and Ahmedabad and as of today we have 230 youths who have already got jobs and 100 youth are engaged in training. And by the end of March 2014, we should have about 600 youth who would have got jobs this year.

Their retention level is almost double, and their productivity is 11 to 12 per cent higher and they have been able to build a huge amount of sensitivity into the organizations they have joined. The other programme is for skilled employees where we develop programmes, and we are able to complete a module in retail in 18 days and in English. In the first year, we did this for about 200 employees, last year it was about 1,000, this year we will cross 2,000.

"This is our third year and the stories are only getting more inspirational. These are ordinary men and women with the will to do extraordinary things. The best thing is they always serve their customers with a smile," said Ameesha Prabhu, CEO, TRRAIN.

## ट्रेड रिटेल अवार्ड्स समारोह आज

**एनडी/मुंबई**

ट्रस्ट फॉर रिटेलर्स एंड रिटेल एसोसिएट्स ऑफ इंडिया (ट्रेड) द्वारा 12 दिसंबर 2013 को नई दिल्ली के द ललित में आयोजित ट्रेड रिटेल अवार्ड्स का जश्न मनाया जाएगा। फ्यूचर ग्रुप के किशोर बियानी, मार्क्स एंड स्पेन्सर के वेणु नायर, तु वेबर्स के संजय साहनी, बीबा के सिद्धार्थ बिन्द्रा, ब्लैकबेरी के निखिल मोहन जैसे शीर्ष रिटेल ब्रह्मलाओं के सोईओ और कई अन्य हस्तियां इस अवसर पर रिटेल कर्मचारियों को प्रोत्साहित करने और उनका सम्मर्न करने के लिये उपस्थित होंगी।

## TRRAIN Awards recognize excellence in Retail

by VJ Media Bureau | December 13, 2013

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TRRAIN celebrates the spirit of service by facilitating sales people from various renowned retail companies on the basis of their work and service



**BS Nagesh, Founder, TRRAIN**

award was given to Sathish Pandey from Shoppers Stop, Lucknow.

The jury comprised renowned people from the F&B, Retail, Art and Literature industries. The jury was led by former Crossword Bookstore CEO, R Sriram. Other members included Samir Kulkreja from National Restaurants Association of India, Amitabh Taneja from Images, Akash Sahai, MD, AIMA, Urvashi Bhutalia, Author and Ireena Vittal an Independent Consultant.

"This year the stories of customer service excellence are exceptional. We have seen our associates using skills to serve customers at the same time increase sales," said BS Nagesh, Founder, TRRAIN.

"This is our third year and the stories are only getting more inspirational. These are ordinary men and women with the will to do extraordinary things. The best thing is they always serve their customers with a smile," adds Ameesha Prabhu, CEO, TRRAIN.

## Know The National Winners for TRRAIN Retail Awards 2013

By ImagesRetail Bureau

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MAIL PRINT

TRRAIN (Trust for Retailers and Retail Associates of India) Retail Awards were held in Delhi on December 12 celebrating the excellence in customer service by honouring front-end retail associates who have created memorable shopping experiences for their customers throughout the year. Three national winners, namely, Gurdit Singh from HyperCity, Neha Kumari of Dominos, and Sathish Pandey of Shoppers Stop, were announced by BS Nagesh, Founder, TRRAIN and D Shivakumar, Chairman and CEO, Papsico out of the 16 regional winners.



Know The National Winners for TRRAIN Retail Awards 2013

VIEW MORE PHOTOS >

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- TRRAIN Retail Awards Honour 16 Retail Associates on Retail Employee Day

The jury comprised the experts from the F&B industry, retail, art and literature led by former Crossword Bookstore CEO, R Sriram. Other jury members included Samir Kulkreja from National Restaurants Association of India (NRAI), Amitabh Taneja, Chief Convener, India Retail Forum, Akash Sahai, MD, AIMA, author Urvashi Bhutalia and independent consultant Ireena Vittal.

Gurdit Singh from HyperCity Amritsar was adjudged the national gold winner for taking the initiative to deliver goods to a customer's home in a different state. Singh transported an expensive bread mill to a Patanapur based customer using the daily bus service, absolutely free of cost! This way the customer saved on delivery charges and the store started getting orders from Himachal Pradesh. "I was just doing my job. We could not have charged them delivery charges, because they amounted to a third of the price of the equipment. My store manager stood by my decision and today we have managed to generate new sales. I grateful to TRRAIN for this recognition", said Singh.

Neha Kumari Singh of Dominos, Patna was declared the national silver winner for showing initiative in solving an intercity delivery problem. The bronze went to Sathish Pandey of Shoppers Stop, Lucknow for tactfully dealing with an in-store theft that involved two customers and ensuring the property was returned to the rightful owner.

Speaking on the occasion, Nagesh stated: "This year the stories of customer service excellence are exceptional. We have seen our associates using skills to serve customers at the same time increase sales." He further added that the retail journey is all about 25 years of learning, 25 years of earning, and 25 years of returning, something I am doing right now. I would suggest other like-minded retail professionals to give back the industry that has given them so much."

"This is our third year and the stories are only getting more inspirational. These are ordinary men and women with the will to do extraordinary things. The best thing is they always serve their customers with a smile," said Ameesha Prabhu, CEO, TRRAIN.

## Aim to encourage leaders to improve the lives of retail workers: BS Nagesh

Arpita Mukherjee | Follow @arpitamukherjee | Last Updated: December 19, 2013 | 18:55 IST

TAGS: TRRAIN | former Shoppers Stop MD | B S Nagesh | retail stores | retail workers



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Gurdit Singh, a front-end salesperson at HyperCity in Amritsar, won the gold medal at the 3rd TRRAIN (Trust for Retailers and Retail Associates of India) Retail Awards held in Delhi on Wednesday evening.

Singh was honoured for taking the trouble to travel all the way to Palampur in Himachal Pradesh by bus to deliver a treadmill to a customer. This initiative not only helped HyperCity get a loyal customer in Palampur, but also helped the retail chain obtain many more orders from Himachal Pradesh. Similarly, Sathish Pandey, of Shoppers Stop, Lucknow, got a bronze for spotting two customers trying to steal from a store and reporting it.

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Apart from initiatives such as recognising grassroots-level retail workers, Nagesh has also been holding training programmes to help retail workers improve their skills. In a conversation with **Arpita Mukherjee**, Nagesh says focus on retail, especially its front-end staff needs to be increased. Edited excerpts:

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## ट्रेड रिटेल अवार्ड्स 2013 में देश भर के 20 विजेताओं को सम्मानित किया

मुंबई: ट्रस्ट फॉर रिटेलर्स एंड रिटेल एसोसिएट्स ऑफ इंडिया (ट्रेड) द्वारा 12 दिसंबर 2013 को नई दिल्ली के द ललित में आयोजित ट्रेड रिटेल अवार्ड्स का जश्न मनाया जाएगा। फ्यूचर ग्रुप के किशोर बियानी, मार्क्स एंड स्पेन्सर के वेणु नायर, तु वेबर्स के संजय साहनी, बीबा के सिद्धार्थ बिन्द्रा जैसे शीर्ष रिटेल ब्रह्मलाओं के सोईओ और कई अन्य हस्तियां इस अवसर पर रिटेल कर्मचारियों को प्रोत्साहित करने और उनका सम्मर्न करने के लिये उपस्थित होंगी।

## TRRAIN Retail Awards 2013



Trust for Retailers and Retail Associates of India (TRRAIN), a charitable trust formed by Mr. B. S. Nagesh, with the vision of empowering people in retail, will celebrate TRRAIN Retail Awards on 12th December 2013 in New Delhi at The Lalit. The day, being celebrated for the third year, brings the retail employees into focus and thanks them for their untiring efforts and contribution to augment the retail sector for providing better consumer service. Nominees from different cities in India will be felicitated for their extraordinary contribution in helping their esteemed consumers. Three of the top contenders will win the TRRAIN Retail Awards 2013. It is notable that these employees attended the call of duty in spite of the problems they faced.

Additionally, CEO's of top line retail chains like Mr. Kishore Biyani of Future group, Mr. Venu Nair of Marks & Spencer, Mr. Sanjay Sahni of Ritu wears, Siddharth Bindra of BIBA, Nikhil Mohan of Blackberrys and many others will be present to encourage and support the retail employees on this occasion. 200+ leaders from retail, FMCG, malls, real estate, jewelry, technology and allied services industry are expected to be present and applaud these heroes. Every year 12th December is also celebrated as Retail Employees' Day. On this day, retail chains across the country undertake activities to encourage and motivate their front-end retail employees. TRRAIN is a trust that is committed to upgrade the lives of people in retail, both at work and at home. They are the catalysts who create sustainable platforms through thought leadership, backed by a not-for-profit objective. The key goals of TRRAIN is to develop and enhance skills through relevant education and training, create a sense of pride & dignity for the retail employee, positively impact the lives of People with Disabilities (PwD) by training & placing them in various retail roles. TRRAIN also strives to create an environment in which retail associates have an access to financial security solutions, a medical fund & education aid to pursue further studies. The trust wishes to collaborate with retailers nationwide to make this a truly global phenomenon.

Both, Mr. B S Nagesh, Founder and Ms. Ameesha Prabhu, CEO of TRRAIN, are excited to take the initiative further in its third year. Mr. B S Nagesh asserted about the awards, "This year the stories of customer service excellence are exceptional. We have seen our associates using skills to serve customers at the same time increase sales. With more retailers and retail employees joining the celebration, the day is not far off when the nation will celebrate retail, which is one of the largest employment generator and as the last point of consumption a substantial contributor to India's GDP". He also mentioned "With players like Marico supporting Retail Employees Day celebration and taking it to the general trade and food & grocery retailers, the day will become a big equalizer in the industry. On this day we will celebrate retail as one fraternity and not differentiate as big retailers or small retailers or modern trade and general trade".

INITIATIVES  
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FOR  
FUTURE

Retail Health Camps

ESIC Awareness

Life Insurance

Medical Insurance

Health and Nutrition Awareness

Counselling

# 7 FINANCIAL REPORTS

## STATEMENT OF FINANCIAL POSITION as of March 31, 2014.

ASSETS	2014	2013	2012	2011
Cash & Cash Equivalents	6,53,836	6,86,121	1,47,493	5,78,285
Investments	1,98,00,000	1,05,00,000	20,00,000	
Unconditional Promises to Give				
Prepaid & Other Asset	30,77,997	4,49,185	89,535	
Property and Equipment (net)				
<b>TOTAL ASSET</b>	<b>2,35,31,833</b>	<b>1,16,35,306</b>	<b>22,37,028</b>	<b>5,78,285</b>
LAIBILITIES & NET ASSETS				
Grants Payable				
Accounts & Other Payable	15,21,715	14,92,258	20,99,546	55,150
<b>TOTAL LIABILITIES</b>	<b>15,21,715</b>	<b>14,92,258</b>	<b>20,99,546</b>	<b>55,150</b>
NET ASSETS				
Unrestricted	2,01,73,423	1,05,22,550	13,52,400	10,35,000
Temporarily Restricted				
Permanently Restricted				
<b>TOTAL NET ASSETS</b>	<b>2,01,73,423</b>	<b>1,05,22,550</b>	<b>13,52,400</b>	<b>10,35,000</b>
<b>TOTAL LAIBILITEIS &amp; NET ASSETS</b>	<b>2,35,31,833</b>	<b>1,16,35,306</b>	<b>22,37,028</b>	<b>5,78,285</b>
Note: Income & Expenditure Debit balance is not considered in above format				
Unrestricted				
	31.3.2014	31.3.2013	31.3.2012	31.3.2011
Opening	1,05,22,550	13,52,400	10,35,000	
Received -Donation as corpus	1,38,61,000	1,28,01,200	1,05,76,705	
Utilised out of corpus	(42,10,127)	(36,31,050)	(1,02,59,304)	
Closing	2,01,73,423	1,05,22,550	13,52,401	10,35,000

## STATEMENT OF ACTIVITIES as of March 31, 2014.

SUPPORT & REVENUE				
Contributions & Grants	1,14,46,825	74,51,020		
Benefit Eventes Income (net)			2,00,000	
Investment & Other Income	14,72,111	2,43,967	84,020	
<b>TOTAL SUPPORT &amp; REVENUE</b>	<b>1,29,18,936</b>	<b>6,94,987</b>	<b>2,84,020</b>	<b>-</b>
UTILIZATION				
Program Expenses				
Trrain Retail Awards	58,74,933	27,55,729	2,00,000	
Retail Employee Day	7,19,656	20,75,805		
People With Disabilities	35,41,040	7,50,000		
Sesitisational Workshops & Other		7,928		
<b>Total Program Expense</b>	<b>1,01,35,629</b>	<b>55,89,462</b>	<b>2,00,000</b>	<b>-</b>
Management & General Exp	5,67,110	7,00,010	5,73,972	5,515
Fundraising Expenses	5,69,951	2,13,101	5,06,350	
<b>TOTAL EXPENSES</b>	<b>1,07,02,739</b>	<b>68,59,423</b>	<b>9,87,073</b>	<b>5,11,865</b>
<b>INCREASE (DECREASES) IN NET ASSETS</b>	<b>22,16,197</b>	<b>8,35,564</b>	<b>(7,03,053)</b>	<b>(5,11,865)</b>

# 8 SUPPORTERS

*Accenture Consulting*

*Adrian D'souza*

*Ambit Capital Pvt Ltd*

*Being Human*

*Chetan Shah*

*Clothing Manufacturers Association of India*

*Cygnus*

*Dassault Systemes*

*Ernst & Young*

*Ernst & Young Foundation*

*ETP International Pvt Ltd*

*First Data*

*Gems & Jewellery Fedration*

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*Kewal Kiran Clothing*

*K Raheja Corp*

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*Lions Club of Juhu*

*Mail Order Solutions*

*Manyavar*

*National Restaurants Association of India*

*Nectar Loyalty*

*Prashant Mehta*

*Raymonds*

*Retail Jeweller Magazine*

*Retailers Assocation of India*

*Sadhana Education Society*

*SCAI*

*Scullers*

*Shoppers Stop*

*Viveks*

*Wazir*

*Wooqer*



Pankh – ‘Wings of Destiny’ is an extremely important catalyst which rightly blends the belief and ethos of the Lions Club of Juhu. It bridges the desires of individuals through the halls of an institution and promotes positive social change, and sustainability to the PwDs.

Pankh has integrated the PwDs in the mainstream, breaking barriers of employment that come in the way. We envisage a world where unique differences are appreciated, and does not come in the way of economic empowerment of individual with marginal deficiencies. Pankh enables them to do this through a dedicated induction program of training and enhancing of their requisite soft skills and on-job skills etc.

Pankh dwells into a value added space unlike the ones of providing basic education and isolation, leading to more segregation. The approach is innovative and it engages the PwD in a manner which uses their existing skill sets with further skill development. It is an effort to de-link charity with disability something which is very prevalent in India.

It has done some outstanding work which involves opportunities for work that is productive and delivers a fair income, security in the workplace and social protection for families, better prospects for personal development and social integration, freedom for people to express their concerns.

We, at Lions Club of Juhu feel privileged to be partnering this program with Pankh.

**CHETAN SHAH, Ex President, Lion Club of Juhu**

We are thankful to Sadhana Education Society for providing us rent free classroom and other amenities to conduct our Pankh training program at Santacruz W, Mumbai. We would like to convey our heartfelt gratitude to Mr Prashant Mehta, Sadhana Education Society for always supporting Pankh in the best way possible.

